

# AUTHOR & JOURNALIST

AUGUST, 1950  
25 CENTS

BIG DIVIDENDS  
FROM JOHNNY ONE-NOTE

Jules Archer

MOSTLY PERSONAL

ADVISING THE BEGINNER

HOW TO GET PERMISSIONS

Ethelwyn Culver & Alan Swallow

WHAT THE EDITORS WANT NOW

PRIZE CONTESTS

BASIC HUMAN NEEDS

Catharine Barrett

TIPS FROM OUR READERS

# LOOK, CHUM...

## That last Manuscript you sent out . .

Did the letter from the Editor say "This is a honey! Voucher for check going through today." Or was it "Sorry, but this one just doesn't jell?"

Was it really a **Story** . . . or was it a **tale** or a **narrative** you tried to peddle as a **Story**? Do you actually know the essentials of a salable **Story**?

Do you know the difference between **Plot** and **Story** . . . and why **formula plots** get the rejection slips while **formula Stories** get the checks?

Do you know the Three Manners Of Presentation . . . the **only** three used in the great majority of Short Stories . . . and just what parts of the **Story** should be written in each one?

Do you know the Nine Ingredients inherent to most **Stories** . . . and where they should be used?

Have you ever seen a **picture** of a well-constructed **Story** . . . drawn to scale in graph form showing exactly **what** belongs **where**? Do you have on your desk a 500 word Synopsis of the **Story** . . . not of one particular story but of any **Story** in the Adventure, Sport, Love, Air, Sea, Far North, Detective, Mystery, Business Problem, Marital Life, 'Teen-Age Tribulation or what-have-you fields . . . all laid off in Scenes and Plot Steps ready for guidance in composition and Timing?

## NO?

Then, Chum, you need

### MASTER FORMULA!

95% of the Short Stories published today follow the pattern shown by **MASTER FORMULA**. Proof lies in the magazines on your table.

Isn't it time to quit fumbling? Gamble a penny post card for our **ROAD MAP FOR WRITERS**. It answers most of the questions posed above and gives you a wealth of writing information you never knew about.

Just address:

### MASTER FORMULA

Box 1741

Fresno, California

## / = a **SLANT**

SUCCESSFUL FICTION MUST  
HAVE A PROFESSIONAL  
**SLANT**

THEREFORE: Let our staff—successful fiction writers today—give you the necessary help, the friendly advice, that will **slant** your best manuscripts to the best markets.

UNDER THE EXPERIENCED DIRECTION OF A PROFESSIONAL WRITER, your writing will begin to glow with the **polish** and **life** that editors are looking for!

Send your manuscripts to us for professional appraisal and criticism at \$1.00 per thousand words, up to ten thousand; 50 cents each additional thousand. Minimum fee \$3.00. All fees payable in advance. Please enclose return postage.

## FICTION WRITERS' CLINIC

MALCOLM BLAIR, Director

P. O. Box 366-A

Fair Haven, New Jersey

## BY BERNARD DeVOTO

"In a season rich with books on the writer's art and craft, Bernard DeVoto with *The World of Fiction*, has made what well may be the outstanding single contribution . . . an excellent addition to the body of writing about writing."

*The Philadelphia Inquirer*

# The World of Fiction



\$3.50

H. M. Co.

## SUMMER SALE

*Here's A Summer Book Sale  
That Means  
DOLLARS IN YOUR POCKET  
TODAY—*

**DOLLARS FROM THE EDITORS  
TOMORROW!**

For July and August Only,\* AUTHOR & JOURNALIST lists the following A-1 books for writers at ridiculously low prices:

### \$1 OFFER

THE TECHNIQUE OF FICTION, by Willard E. Hawkins (regularly, paper \$1.50)  
MANUSCRIPT RECORD (regularly \$1)

### \$2 OFFER

WRITING NEWS AND FILLERS, Non-Fiction Press (regularly \$1)  
SHORT-SHORT STORIES, by Robert Oberfirst (regularly \$2)

### \$3 OFFER

WRITER: TRY SHORT SHORTS, by Mildred I. Reid and Delmar E. Bordeaux (regularly \$3)  
SCHOYER'S VITAL ANNIVERSARIES, 1950 (regularly \$2.00)

### \$4 OFFER

WRITING YOUR POEM, by Lawrence John Zillman (regularly \$2.75)  
AN EDITOR LOOKS AT POETRY, Stanton A. Coblentz (\$2.00)  
YOU CAN WRITE, by E. Fraser Bond (regularly \$1.00)

### \$5 OFFER

THE MODERN REPORTER'S HANDBOOK, by John Paul Jones (regularly \$4.75)  
HOW TO WRITE FOR HOME MAKERS, by Lou Richardson and Genevieve Callahan (regularly \$3.00)  
WRITING FOR THE TRADE JOURNALS, by Donald J. Cooke (regularly \$1)

### \$6 OFFER

WORDS INTO TYPE, by Marjorie E. Skillin, Robert M. Gay, et al (regularly \$5.00)  
THE TECHNIQUE OF FICTION, by Willard E. Hawkins (cloth, \$2.50)  
MANUSCRIPT TECHNIQUE, by Dee Davison Sledge (regularly \$2.00)

(SPECIAL "Writer's Library" price for the SIX OFFERS above, ONLY \$20.)

\*Mail This Coupon Before September 1, 1950

AUTHOR & JOURNALIST, Denver 10, Colorado

Gentlemen: I wish to take advantage of your sale and enclose \$ \_\_\_\_\_ to pay for the \$ \_\_\_\_\_ OFFER(S) quoted above. Send postpaid to

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## PLOTS! IDEAS! DETAIL!

**Sherwood "Briefs" are the Answer to a  
Writer's Prayer - Beginner, Professional!**

Yes, you can spend all your time in creative production—if you use the famed Sherwood "Briefs" to do all the mechanical detail for you! Scores of writers have doubled their income and more—immediately—with the exclusive Sherwood "Brief" service. It costs just a 3c stamp to get full details, and after your first "Brief" you'll wonder how you ever wrote without it!



FAY M. SHERWOOD

**SHERWOOD "BRIEFS"**  
have helped others  
to amazing success—  
**WHY NOT YOU?**

A Sherwood "Brief" gives you the whole story in capsule form—plot, characterization, background, dialogue. It's yours, exclusively, written especially for you—no two Sherwood "Briefs" are the same—each is 1000 words or more—an invaluable tool that does all the mechanical work for you, lets you write creatively! Short story, book length, radio, television, movie—you name it, SHERWOOD "BRIEFS" IT!

**Not One Person - - But A Complete  
Experienced Staff To Serve You!**

In addition to Miss Sherwood, who is a famous author, traveler, and lecturer in her own right, the SHERWOOD staff consists of producing writers, market analysts, sales and marketing personnel, an active editor, and script typists. All are ready to go to work for you—at amazingly low cost!

Mail This Coupon NOW. No obligation!

FAY M. SHERWOOD

Director, International Foundation for  
Scribes

Dept. 3-B, 212 Atlas Building

Salt Lake City 1, Utah

Please send complete information on:

☐ THE SHERWOOD "BRIEF"  
☐ OTHER MANUSCRIPT SERVICES

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# Manuscript Help

## That Solves Your Competition—

**ANY** TOP EDITOR will tell you that he accepts but a small percentage of the manuscripts that cross his desk, but he will also tell you that **over 90% of the material he receives is not competition.** The non-competing submissions come from people who think they would like to be writers if it isn't too much trouble, and who give up with two or three rejections. The competing material, from which editors buy **all** their manuscripts, comes from the smaller number who have the perseverance to continue, who know that writing skill must be developed, and are willing to secure expert assistance when they need it.

If you are in the failing category, it is my job to help you become a member of the group that succeeds. The methods I use vary, depending on your special needs, for my help is individual. I provide **personal consultation, manuscript editing, constructive criticism and complete revision.**

**Write to me today, telling me about your writing problems, and I shall send you my free descriptive circular entitled "LITERARY HELP."**

INTERVIEWS BY ARRANGEMENT ONLY.

**CHARLES CARSON,** *Literary Consultant*

601 So. Vermont Ave., Los Angeles 5, Calif.



## YOUR POEMS WILL SELL

My pupils rank tops in magazine and volume publication, and in all contests. This nation-wide record improves constantly. For 25 years, I have taught poets, versifiers, and lyric writers how to perfect their product, whether written for money, pleasure, or self-expression; including my work as instructor at N.Y.U. and William & Mary. My work with pupils, ranging from beginners to Pulitzer Prize topnotchers, is done chiefly by correspondence. **My Unabridged Rhyming Dictionary (\$3.60) and Poets' Handbooks (\$1.60) are now standard;** order from me. Why neglect longer the profits and byproducts of versification? Write today; you are unfair to yourself to delay longer. **Send \$1 for trial criticism of 1 poem; \$3 for 2.**

**Bozenkill School of Creative Writing**

Clement Wood, Director

Delanson, N. Y.

## Learn Touch Typing at Home TRIAL OFFER

**PEERLESS METHOD BASIC INSTRUCTION** \$1.00

Simplified and condensed—you can learn to type easy & quickly in spare time.

**PEERLESS WORKBOOK** \$2.00

Advanced instruction and exercises to create an accomplished typist.

**PEERLESS HANDBOOK** \$2.50

A text and a ready reference book covering letter and manuscript forms and styles; chapters on applied rhetoric, punctuation, spelling, and many other subjects you should know.

**Buy these books singly, or save; buy all three, post-paid, for only \$5.00!**

If not satisfied return in 5 days for full refund.

**PEERLESS PUBLISHING CO.,**

1988 Broadway

Denver 2, Colo.

## New Training Method makes **SELLING** **EASIER...MORE SURE**

The CREATIVE ABILITY DEVELOPER starts with **you**, your equipment, your psychology, your own way of expression. Through a wonderful, new series of daily reports, charts, tests and unique methods, you quickly learn to write salable stories, articles, plays, poems.

This new training is excitingly different and more effective...No tedious assignments...no cut-and-dried lessons...no restraining formulas...You are aided to write freely, joyously, at the peak of your capacity.

**Low Cost.**

Complete information at no obligation. Ask for "Your Way to Successful Authorship."

## SIMPLIFIED TRAINING COURSE

1819 Gilpin Street • Denver 6, Colorado

Send **TODAY**  
for **FREE**  
**BOOKLET**



*Author & Journalist*

## Mostly Personal

Most of the time we writers sit around listening to editors tell us how we should do things. Once in a while the shoe needs to be on the other foot.

An important behind-the-scenes work we do here at the *A&J* office is the handling of protests by authors concerning certain malpractices by a few editors. When we receive such protests, we immediately write to the editor to query him about the practice charged against him, and to protest continuation of the practice. In most cases we are happy to report directly to the author cooperation on the part of the editor. When an editor persists in the practice, we feel that this matter should be brought to the attention of all our readers. As one of our authors said, "I for one refuse to submit a second time to an editor who follows those tactics."

What are some of the protests? They chiefly fall under three classifications: (1) slowness in handling manuscripts; (2) mishandling of manuscripts, such as mutilation of scripts or photos; (3) refusal to pay for scripts used or lateness in making payment.

Since Frank Kane, editor of *Bus Transportation*, 330 W. 42nd St., New York 18, still feels justified in one of his protested practices, a recent exchange of correspondence with him provides a good "case history" for comment here. One of our readers wrote that a manuscript submitted to Mr. Kane was returned with two "unusual tactics," as the author said. One was that the manuscript had been stapled in the editorial office; the other was that the office had used a rubber stamp to place the date of submission on each picture caption.

Since we feel, with our readers, that these practices are not fair of an editor, we wrote to Mr. Kane to indicate that the methods were offensive to the fraternity of writers. Mr. Kane wrote in reply that the stapling of the manuscript must have been an error, and that it was not a standard practice in his office. "However," he says, "I sincerely question whether it was necessary for her to retype the manuscript on that account, therefore, I don't think her complaint justified on that score."

Mr. Kane's reply about the date stamp

needs to be quoted in full: "As to the fact that a date stamp had been impressed on her manuscript material, I must report that this is a normal practice in our office and in many offices where it is necessary to identify the day and time of arrival of incoming material. However, this stamp date is in very small size type and should in no way tend to deface or destroy the appearance of the manuscript."

We believe that Editor Kane should check the office practices of many other magazines in the trade field. The ones writers feel kindly toward are perfectly able to keep track of timely material without using the manuscript itself for the record (unless the manuscript has been purchased). Mr. Kane's fellow editors can give him an important help on his own office practices and prevent a sort of boycotting which, quite fairly, can go on among writers. We hope to hear shortly that Mr. Kane has instituted such a new office method.

Editors almost universally are aware of fair demands of the writer. The writer expects nothing excessive; but he has the right to expect, of a commercial firm, sufficient staff to handle his manuscripts with reasonable expedition; to receive the manuscript back, if it is being refused, in such a state that the indication is the script was handled with care in the editorial office, so that it can be offered elsewhere later; to receive the same financial attention the office would expect of others—advertisers, subscribers, paper suppliers, printers, etc.—with whom it deals.

Where such reasonable demands of the writer are not met, we must work together—as we here at *A&J* are willing to work—to secure adoption of those policies. A.S.

Jules Archer is the author of the popular new book for writers, *I Sell What I Write*.

Catharine Barrett, who continues her series of articles on writing fiction, is a successful teacher of writing in the schools of the Los Angeles area. One school which made an official survey among Mrs. Barrett's students found that our figure of last month was too small—that her students had sold \$14,000, not \$10,000, worth of material while in her classes.

Ethelwyn Culver lives in Newberry, Michigan; she has sold both book and magazine material.

---

AUTHOR & JOURNALIST, Published Monthly at 839 Pearl Street, Boulder, Colorado: Author & Journalist Publishing Co., Inc. Editorial address: Denver 10, Colorado. Editors: Alan Swallow, David Raffelock. Managing Editor: Horace Critchlow. Business Manager: Raymond B. Johnson. Entered as second-class matter, May 5, 1948, at the Post Office at Boulder, Colorado, under the act of March 3, 1879. All rights reserved by Author & Journalist Publishing Co. Printed in the U.S.A. Founded, 1916, by Willard E. Hawkins. SUBSCRIPTION RATES: \$2 per year, in advance; Canada and Foreign, \$2.50. Single copies, 25c. Advertising rates furnished on request.

*"Look who wants to be a writer!"*



Pardon the personal question, but do you take a fairish amount of kidding because your present occupation doesn't exactly line up congruously with your writing ambitions? Or, perhaps, do you stop every once in a while and say to yourself, "Where in heck do I come off thinking about being a writer?"

Well, if so, we've got to point out that you and your hecklers are indulging in some mighty muddle-headed thinking. Where do you suppose successful writers come from—a mold somewhere which stamps them out ready-made? Let's see if we can work up a quick check-list of some previous occupations . . .

Van Wyck Mason, for example, ran an importing business before he started to sell stories. Kathleen Norris was a bookkeeper. William Faulkner was a house painter. P. G. Wodehouse and O. Henry were bank tellers. Clyde Brion Davis was a traveling salesman. Vina Delmar was a typist and switchboard operator. W. Somerset Maugham, A. Conan Doyle, and A. J. Cronin were doctors. Mary Roberts Rinchart was a nurse trainee. Fannie Hurst was a waitress. Moss Hart was a floor walker. Dashiell Hammett and Leslie T. White were detectives. Ruman Godden ran a dancing school. James T. Farrell was a filling station attendant. Eric Hatch and Edward Streeter were bankers; Streeter, as a matter of fact, still is. John O'Hara was a gas-meter reader. William Saroyan was a telegraph messenger. Marjorie Kinnan Rawlings ran an orange grove. Morley Callaghan ran a circulating library. Robert Benchley was a personnel manager. Erle Stanley Gardner and James Gould Cozzens were lawyers. Zane Grey was a dentist. Erskine Caldwell worked in a poolroom. Leslie Charteris was a bartender. Sinclair Lewis was a social worker. W. R. Burnett was a statistician. Rex Stout was a clerk in a cigar store. Lloyd C. Douglas was a parson. And dozens of others are still working at other jobs or as housewives, and writing in addition.

Yes, successful writers come in all shapes, sizes, and from all conceivable walks of life. The only requirements are a lot of ability, a lot of stick-to-it-iveness — and, in so very many cases, the proper kind of agency guidance to help them get the flaws out of their stuff and make it salable, and then get it to the right markets at the right times.

Maybe we're the agency who can do the trick for YOU.

**SERVICE:** If your material is salable, we'll sell it to the best possible markets at best possible rates and cover sale of additional rights throughout the world. If your material is unsalable as it stands but can be repaired, we'll give you detail-by-detail advice on how to repair it, so that you may, without additional charge, return it to us for sale. And if your material is completely unsalable, we'll tell you why, and give you specific advice on how to avoid those errors in future material. We report within two weeks.

**TERMS: PROFESSIONALS:** If you are selling fiction or articles regularly to national magazines, or have sold a book to a major publisher within the past year, we'll be happy to discuss handling your output on straight commission basis of 10% on all American sales, 15% on Canadian sales, and 20% on British and other foreign sales.

**NEWCOMERS:** As recompense for working with beginners or newer writers until you begin to earn your keep through sales, our fee, payable with material sent, is five dollars per script for scripts up to 5,000 words, one dollar per thousand words for additional thousands and final fraction (for example, seven dollars for a script of 6,895 words). \$25 for books of all lengths; information on terms for other types of material upon request. We drop all fees after we make several sales for new clients. A stamped, self-addressed envelope, please, with all manuscripts.

**Scott Meredith Literary Agency, 580 Fifth Avenue, N.Y. 19, N.Y.**



# BIG DIVIDENDS FOR JOHNNY ONE-NOTE

JULES ARCHER

I feel sorry for a writer I know. He works like a slave for a month or two on every article he sells. He sells them, all right. But when he spreads out what he gets over the period of time it takes him from idea to script, he's always behind the eight-ball financially.

"I can't work any other way," he told me sadly. "I'm so damn unsure of myself. I can't even put a sheet of paper in the typewriter until I've just about exhausted every possible avenue of research. For every 5,000-word article I turn out, I generally collect enough material for a fat book. All of it except 5,000 words is wasted, of course."

"That's where you make your mistake," I pointed out. "It's fine to be able to whip yourself into doing such painstaking research. I'm sure that's what makes your articles so good. But you're collecting mountains, and making them into molehills. It wouldn't be so bad if, at least, you made them into a number of molehills—all with a payoff."

"Get specific. How?"

"That extra material you throw into the wastebasket. That's money in the wastebasket. Suppose you're doing an article on mental diseases. Okay, you bang out your 5,000 words for your assignment. But then you've got a fascinating collection of stuff on schizophrenia left over. Not to mention a wealth of stuff on various kinds of complexes. Why not separate articles about those, using all your 'surplus' material?"

I once thought exactly as he did. You got an assignment from an editor, went out and broke your neck gathering material, wrote your piece, got your check, and finis. It often hurt me to throw a lot of good material away, simply because I didn't have room for it in the length assigned. But I never dreamed that this wasted material could be transformed into paydirt.

The awakening came about in this fashion. Through the August Lenniger Agency, all my stuff was handled by Gideon Kishorr. Gid was doing a bang-up job of selling me all around, so I was quite con-

tent with the status quo. But then Edith Margolis, who handles the confession field for the agency, put an interesting proposal up to me.

"Look, Jules," she said, "you've been doing a great deal of research for articles for the general magazines on problems like infidelity, child psychology, sexual mores, and so on. You've undoubtedly learned a great deal about those subjects. Why don't you write some articles for the confession field, using the information you've gathered?"

"But I'm not sure I can get the confession slant," I protested. "I'm no heart-throb expert."

"You wouldn't need it for confession articles. Write them as you would your pieces for the regular magazines, except to be sure they're slanted for women, and use a generous amount of anecdota, to illustrate what you're talking about."

So I did. I had gathered plenty of material on social problems, much of which I had not been able to use. Now I began to use it. Of course, I had to supplement what I had with a great deal of new material, as time went on. But basically, the springboard that launched me into a whole new series of profitable markets was the unused information I had gathered while doing articles on assignment.

Let me try to trace for you the genesis of many of these sales, to give you a concrete picture of how one topic can be made to yield a multitude of sales. In October of 1946 I sold an article called "Why Husbands Leave Home" to *Everybody's Digest*. After doing some heavy research on the problem, mostly with the help of the Queens Abandonment Bureau and the National Desertion Bureau, I felt that I had a pretty good grasp of the reasons which impel husbands toward infidelity and desertion.

This assignment turned out so well that it led to a sequel called "Why Wives Leave Home" for *The Woman*. For my research I consulted the Marital Relations Bureau, a noted divorce court lawyer, and the magistrate, probate officer, and psychiatrist of

a Domestic Relations court. By the time I had written this article, I felt that I knew a great deal about the most frequent causes of marital dissension and dissatisfaction.

Some two years later, this knowledge began to pay off in extra dividends. *Life Romances*, for example, bought from Edith Margolis my pieces called "Is Your Husband Jealous?", "Should You Forgive Your Husband?", "Discontented Wives," "How To Handle the Other Woman," "Analyzing Marital Sex Fears," "Secrets No Men Tell," "How To Live In Peace With Your Husband" and a great many others along the same line.

*Real Story and Real Romances* used "When Husbands Desert," "Must Marriage End Friendships?", "Should You Trust Your Husband?", "Wives Who Shouldn't Have Children," "Man Whose Wife Was Unreasonable," and many others. Other magazines which bought my marital relations articles include *Eye*, *Stag*, *My Romance*, *Foto World*, *Focus*, *Best Years*, *Home Life*, *Secrets*.

Naturally, I augmented my research considerably as I went along. But this experience opened my eyes to the great amount of waste involved in writing the average article, for a one-time payoff. Once a writer takes pains to delve into a certain field, and acquire a good deal of knowledge about it, why should he then discard all that he has learned? By adding to that fund of knowledge constantly, he can draw upon it for literally hundreds of saleable articles.

And not only articles. During my original research for "Why Husbands Leave Home," I was impressed with the head of the Abandonment Bureau of Queens, who gave me much of my information. So much so that I thought he would make a swell and different kind of detective hero for a yarn, using the Abandonment Bureau as a background. So I did write it, as a novelette called "I Can't Stand Blood," and it was bought enthusiastically by *Black Book Detective*.

Another valuable vein was opened up to me by Ted Irwin, editor of *Everybody's Digest*, when he assigned me to find out—one year before anybody ever heard of Dr. Kinsey—"What Is a Normal Sex Life?" I did some heavy and painstaking research on the subject, and the result was one of the first really frank and searching pieces to appear on the subject in any popular magazine.

Since then, capitalizing on the knowledge I gained while researching it, and adding to it as I went along, I wrote and sold to a variety of magazines such pieces as "What's

Wrong With the American Woman's Attitude Toward Sex?", "How Important Is Sex In Marriage?", "Should You Discuss Sex With Your Husband?", "Are You Sexually Selfish?", "Is Petting Dangerous?", "Sex and Your Values," "Teen-Age Delinquents," "Are Foreign Women Sexually Superior?", etc., etc.

A writer who sets out to do research in any given field—or location—should keep his eyes and ears open not only for the purposes of his immediate article, but also for ten more articles which can grow out of it. When, for example, I was in Australia with my wife (who is Australian), we made a trip to Canberra, the nation's capital, to do an article on Ben Chifley, then Prime Minister.

We sold that one to *This Month*. In addition, we interviewed Dr. Evatt, and sold an article on him to *United Nations World*. In addition, we interviewed the Minister for Information and Immigration, and sold an article on Australian opportunities to *International Digest*. In addition, we visited Parliament, and wrote another piece on "Grievance Day" which was bought by *United Nations World*. All stemming out of the single trip to Canberra for the purposes of getting one article. I even wrote a detective yarn called "Murder in Canberra"—one of the few whodunits, however, which didn't win me a check.

Very frequently, I have found, it is possible to write and sell a controversial article—then turn around and write and sell the opposite side of the picture. This can be fine, and fun, as long as there are no fundamental principles involved. That is, for example, I wouldn't regard very highly a writer who wrote a staunch case for labor unions on Monday, then turned out a blast against them on Tuesday. But where nobody gets hurt, why not present two sides of an innocuous picture?

For example, I once wrote a semantics article for a magazine which showed how a reader with no knowledge of foreign languages could have fun playing "word detective" in French or Italian through recognition of Latin stems. The editor was afraid it might be too difficult for most readers, so she asked me to write a piece satirizing that very idea. I did, and she bought it. Not only that, but a rival magazine bought the first piece. So I appeared in print under a pen-name in one magazine suggesting a new pastime, and in the other magazine, razzing it!

Another case in point. *Everybody's Digest* asked me to dig into the subject of "Why Small Business Is Doomed." I made



a detailed study of the broad picture, and the editor was very happy with the result. Some months later he wanted me to find out where, if any reader wished to enter this moribund field, his best chances lay. So I wrote the opposite side of the same picture, called "Your Opportunities In Small Business," showing which fields offered the best opportunity of success.

Let me point out right here that you have to know what you're doing when you're playing a cash tune as "Johnny One-Note." There is nothing at all ethically wrong about getting the most out of your material. Many professional writers do. One thing that makes them professional is that they are quite careful about how they do it. A clever writer can turn out a dozen articles on "Heart Disease: Public Enemy No. 1." But each one will be *different*, with a fresh slant, fresh title, fresh material.

As a horrible example of what can happen if the writer tries to pull the wool over an editor's eyes, just today my eye was caught by a confession on the news-stand which featured an article on the "Beware the Sex Criminal" theme. It caught my eye because almost the identical title had appeared on a rival confession a few days

before. I compared them. They were by the same writer. And almost the identical material had been used, with only slightly different wording, in each case!

That writer collected two checks from two editors for the same idea. But I'd be willing to bet that's the last two checks she collects from either of them! No editor will cherish a writer who puts her magazine on a spot like that. It's a black eye for each magazine, and editors have long memories.

One last word of advice. Don't ever throw away the notes you make gathering research for any assignment. File them carefully in a folder or envelope, and label this clearly. Because even if you don't have enough imagination yourself to convert your surplus material into additional articles, sooner or later some editor is going to ask you to do an article on a tangent subject. And those notes will come in mighty handy.

Oh, by the way, I forgot to tell you what they call a writer who learns how to milk his material for all it's worth, and to keep increasing his knowledge in that field.

Editors call him "an expert on the subject."

## HOW TO GET PERMISSIONS

ETHELWYN CULVER and ALAN SWALLOW

You may have sold that manuscript for an anthology or for a book of research which contains many selections from other writings. You may think when you sign the contract that you are through with it. You are not, because the publishers will be dumping the manuscript back in your lap.

The practice among publishers nowadays is that the writer or editor must secure his own permissions to use selections from copyrighted material.

How do you go about it? You will find your task much simpler if you have remembered something you learned in your Freshman English course in college. For every quotation used in your manuscript, you should have put down complete bibliographical information.

If the quotation is from something published in a magazine or journal, you should have put down the following information: author of article, title of article, name of magazine, year of publication, volume num-

ber, date of issue, and precise page from which the quotation is taken.

If the quoted material is from a book, you should have put down the following: author of book, title of book, date of publication, publisher, date of copyright and name of copyright holder, and exact pages from which quotations have been taken.

Next, you need to be armed with information about copyright. Under our present law, a copyright may be taken for 28 years, with the privilege that the copyright may be renewed for another 28 years. Thus, a literary work may be copyrighted for 28 or 56 years, depending upon the initiative of the copyright holder in renewing for the second period: such a literary work is in the "public domain" certainly 57 years after the original copyright.

Now you are ready to assess your material. The problem is this: If the material is definitely in the "public domain" it may be quoted without permission, although the

writer and title should be cited; if the material is still in copyright, permission must be secured from the person or persons who have the right to grant permission for printing selections from the work.

Two minor problems insert themselves at this point. If the copyright is more than 28 years old, but less than 56, how do you know if the copyright has been renewed? It is always best to assume that it has been renewed, since such is the customary process; if an author dies before this first term of copyright is up, the heirs to his property are likely to have made the renewal. A check can be made for certainty with the Register of Copyrights, Library of Congress, Washington 25.

The second minor problem concerns very brief quotations. It has been quite customary to feel that one may make selections without permission provided that they are brief enough. This is sometimes called the "rule of 25" or the "rule of 49." Under such a "rule" the assumption is that if the quotation is limited to 25 or 49 words, permission need not be secured. However, there is no such rule; it is a practice usually granted by common consent, although the difficulty is obvious in the uncertainty whether 25 or 49 words may be quoted without permission. It is better, since the work of getting permissions has to be done for lengthy quotations anyway, to get permission for all quotations. On very brief quotations the copyright holder is not likely to make any reprint charge. And certainly for any quotation, the source must be exactly acknowledged, because, despite any consent concerning brief quotations, material of any length which is copyrighted may not be used without acknowledgment.

About these quotes the Register of Copyrights interprets the law: "Concerning the right of an author or publisher to use quotations or extracts from copyrighted works without permission of the proprietor, the answer would depend in nearly every case upon the special facts and circumstances. It is to be observed, however, that the copyright law secures to the proprietor (among other things) the exclusive right 'to print, publish, reprint, copy and vend the copyrighted work.' It also provides the protection shall extend to all the copyrightable component parts."

Information conveyed in a copyrighted work is not itself subject to copyright; information is in the "public domain." But the specific expression or wording of information found in a particular literary work is copyrightable. This matter must be approached with some caution, however. The

intent and motive of the law is to protect the writer. Thus a writer could hardly use an entire tract and by changing the manner of presentation be exempt from prosecution by law for so doing. Suits are costly and quickly devour a writer's earnings; thus permissions and acknowledgments are always in order, even if specific quotations are not used; and for quotations, permissions are not only necessary but also subject to fee exacted from the rightful owner.

The Register of Copyrights indicates further: "The courts have recognized that a copyrighted work is subject to 'fair use,' in the way of criticism and review, for example, and that it may be commented on and quoted without permission, in so far as may be necessary to make the comments intelligible. It is not so much the quantity as it is the quality of the part taken that may be the important factor, including also the use to which it is put. One must use his best judgment in such matters, obtaining where necessary the advice of legal counsel. If there is any doubt, the safe course always is to secure beforehand the consent of the author or proprietor for the contemplated use of his work."

You are now ready to go through your manuscript and to compile an exact list of quotations for which you must secure permissions to reprint. The list will be complete with bibliographical information.

The next step is to secure the permissions. This is done by the writing of letters to the persons who have the right to grant permissions for quotation. The letter will contain the request to reprint the material, will indicate exactly where the material is to be printed (if a book, the title of book is to be indicated, the publisher under contract for the book, and the approximate date of expected publication), and will indicate precisely the passage or passages quoted, including the bibliographical information you have conveniently put down beforehand. Many permissions departments of publishers are slow in response, so that a liberal time should be allowed for securing all permissions. Some permissions may require, in addition, the writing of two or three letters to track down the person who has the authority to grant the permission. Finally, your letter of request will draw, from many publishers, a blank form which you must in turn fill out and submit before the arrangement has been completed.

Our experience in securing permissions for a number of anthologies indicates that it is wise to divide permissions into three sources—newspapers, magazines, and books.

(Continued on page 30)

# BASIC HUMAN NEEDS

CATHARINE BARRETT

(Ed. Note: This article continues the discussion started in Catharine Barrett's comments on "Obsession" in the July *A&J*.)

## THE FIVE AREAS OF BASIC HUMAN NEED

An individual seeks security in various areas. He needs first, physical security—that is, safety for his body, food and shelter, warmth, and freedom from physical danger.

He needs, second, security in social relationships. He wants to have a place in some group, included in and respected by it. Here lies the desire of individuals for social recognition, reputation, fame, respect, admiration. Even the hermit, who shuns man in groups, sees himself as set against the conventional pattern of mankind and seeks esteem for himself in that comparison.

Third is the personal or emotional need. It includes desire for warmth of personal companionship, friendship, love. The emotional differs from the social in that the social need expresses itself in situations which set one up in relation to groups or society or the mores of a group. The emotional need is expressed in personal ways—the intimate reaction of the individual to another individual or to a thing or idea or experience.

The separating of human experience into one category or another is not always as simple as it seems. One has to go beyond the outward appearance of an activity or attitude or situation to determine its place in the individual's life. For example, the place of the family in the life of an individual: It may meet one of several basic needs, or a combination of all. The individual who has a strong feeling for his family may find there the satisfaction of his need for a place in a group (the social need). The family could serve primarily for the sense of comradeship, or it might provide social prestige or recognition. It might give him physical security in that fundamental living requirements might be insured to all members of his family. The sense of being banded together in a group to withstand the danger of menacing strangers is a remnant of ancient tribal days, but is extremely strong today also. When minority groups gather, when outcasts band

together (even such innocuous "outcasts" as the hard-of-hearing), there is together an element of physical security. "Together we can stand against the threat of the rest of the world." And so the family feeling may be strong in the sense of physical protection.

Also in the family there may be found the satisfaction of the emotional need. There may be understanding and affection at the deeper, personal level that marks this category of human need.

The fourth or mental need includes the attainment of knowledge, the mastery of a craft or skill, the comprehension of law and rules. It carries with it the more abstract need for beliefs, convictions, moral codes, philosophical understanding. It includes the sense of adventure of the explorer—whether the exploring is done in the realm of travel, or of books, people, games, hobbies. This need gives rise to the person who says, I have to know; or, I want to find out; or, I need to learn, as differentiated from the individual who learns for the sake of competitive standing. When learning is competitive it is in the area of social need; it is again the measuring of self against group.

The spiritual need is a tenuous one. The most obvious interpretation of spiritual need would be to say, It is what makes people go to church. While in some cases this is doubtless true, there could be any one of many explanations for a person's going to church. It could be the physical need, the need to align oneself with a group having a common interest, for strength and protection against a threatening world. It could be social, for the sense of comradeship, or for the benefit to one's reputation and position in the community. If an individual's primary attitude toward his church membership is to say proudly, "I am a pillar of the church" or if he feels he has been "good" and has a wish to have others know that he attended church, he is plainly fulfilling a requirement of the social need.

Church attendance might fulfill an emotional need, if one feels the deeper spark of devotion, affection, kinship, with the

preacher and with fellow-members; or if one feels an emotional reaction to the music, atmosphere, sermons, or ritual.

It could be the sense of adventure, or the mental need, that takes one to church—a desire to explore the philosophic realms of the creed or belief. Or attendance might meet the moral need, the desire to feel one's own growth or development.

It might be a combination of more than one of these, or even of all of them. And of course, it can be the spiritual need, the more highly developed thirst for spiritual fulfillment, the humble need for a simple faith that transcends the social or mental needs.

Now we come to the use we will make of this fundamental philosophy in analyzing or creating fiction characters.

When a character has an obsession, the obsession is proof of a hidden sense of lack. It is a compensation for a lack. An extreme desire or purpose, raised to the degree of an obsession, is a plus 100 quality. There is, somewhere in the personality, a balancing minus 100. To do a sound and convincing characterization, we must know where that minus or lack exists.

If we are to write about the woman whose desire to send her son to a certain school has reached the degree that she will make extreme sacrifices to accomplish it, we must decide what basic human need she is fulfilling, what lack she is compensating.

We ask first: What aspects of the school have true importance to her? To determine this, we must ignore the fact that she says—and perhaps herself believes—that she is selflessly concerned for her son's welfare. *If a desire is obsessive in degree, it is not selfless.* Her ego is demanding compensation somewhere.

Is it social prestige she wants? Does she wish to say, "My son is at Yale"? If that is so, why? Did she lack an education herself? Did she have to go to a shabby school? Does some rival of hers in a local club boast about a son going to the state university? What tottering edifice of her self-esteem would be supported by her ability to say, "My son goes to Yale"?

Here is an important fact: The compensation is not necessarily in the same cate-

gory as the lack. It makes for simpler, more understandable motivation to have the lack and the compensation of the same basic nature, but it need not always be so. A person may, for example, lack emotional fulfillment and compensate by heightened concern with mental fulfillment. More specifically, if he has no one to love, no close friends, he may devote himself to his hobby. Or a man might compensate his emotional lack through the gaining of political power.

The woman who lacks security in the social area through some kind of non-conformity with the group—she is poorer than the others, or deformed, or of inferior education, or lacking for other such reasons, real or imagined—may compensate in an over-abundant outpouring of devotion to her family. Or she may lose herself in some study or accomplishment.

In this latter case, we would have to investigate her attitudes thoroughly to determine whether she was taking pleasure from the study or accomplishment itself, or whether she was saying to herself, "I may not be as attractive as the rest of you, or as well educated, but I've read more books—or I can make better pies—or sew more skillfully." If she were using her solitary occupation without even any hidden sense of rating herself in comparison with the members of her society, then you might say she was compensating in the mental field for the lack in the social.

Many activities or interests which an individual and his associates believe to be engrossing and satisfying of themselves, actually give hidden egoistic satisfactions. Why does the good student study so diligently? People are apt to say that he is a scholar, that he loves his school. Does he really? Doomed forever to an isolated existence on an island, would he read for the love of reading? Or is it a social activity with him, a spirit of competition, to stand out from among his fellows?

There may be simple desire here to satisfy the social need, to gain recognition. But when it is raised to an obsessive degree, one must look for the critical lack in some realm of basic human need.

For the key to extreme qualities of character, investigate their origin—not through the obsession itself, which is a plus or assertive quality, but start from the other end to determine the lack.

A writer once attempted to diagnose why certain of her stories sold, whereas others which she considered equally good, or even better, had not sold. She discovered that the only difference between the two was

(Continued on page 32)

---

#### WATCH OUT, WRITERS

Elizabeth Whitney

If you're not careful,  
I can bet you  
Taboo-gy man  
Is going to get you.

---

## ADVISING THE BEGINNER

ALAN SWALLOW

*Would you please list books which might be considered the basis for a writer's library?*

We are dividing this library into various writing interests. In June I suggested some "general" books which might well be in the library of any writer. This month I shall indicate what I feel to be the essential basis for a poet's library.

For the poet, I would divide the suggested books into four classifications, as follows:

1. *General reference books* should, of course, include a sound dictionary and a thesaurus. These were mentioned in the June list, but because a poet, perhaps more than any other writer, has need of them, I shall repeat briefly. Most writers are not able to afford the Merriam-Webster *Second International*, although one should be available to every writer, at the library or elsewhere. Among the good desk dictionaries, I suggest the choice of either the Merriam-Webster *New Collegiate Dictionary* or the Random House-Harper *American College Dictionary*. *Rogel's Thesaurus* is virtually indispensable, and I much prefer the standard arrangement by numbered categories to the efforts occasionally made to compile the work in dictionary form.

2. *Specific reference books* for the poet include a rhyming dictionary and a handbook concerning forms. Various rhyming dictionaries have been published (I happened to pick up Redfield's *Aid to Rhyme* some years ago on a remainder sale). Probably the most useful among the available ones is Clement Wood's *Unabridged Rhyming Dictionary*. For carrying about in the pocket, the incomplete but serviceable *Pocket Rhyming Dictionary* is available in the Little Blue Books (available from A&J for fifteen cents postpaid). A handbook should concentrate on description and illustration of various metres, stanzaic forms, etc. A sound one is available from Clement Wood's hand, his *Poets' Handbook*. The Little Blue Books also have a tiny booklet on writing verse, *Hints on Writing Poetry*, which concentrates on the forms (available from A&J for fifteen cents postpaid).

3. Critical books about poetry are probably more useful to the advanced poet than any other books. A good critical book aids

in the technical understanding of the successful practices of the great poets, technical understanding which the poet then may be able to use in his own work. Perhaps the best single book of this kind is *Understanding Poetry* by Cleanth Brooks and Robert Penn Warren, a book which revolutionized the teaching of critical approaches to poetry. Among other modern critics, the method of "explication" or detailed understanding of a poem has been particularly used, and the poet would do well to study when he can the critical writings of such people as Yvor Winters, Allen Tate, Cleanth Brooks, R. P. Blackmur, Kenneth Burke, and William Empson.

4. Close study of the work of the great poets of all times will always be fruitful—perhaps the most valuable study of all for poets, once the poet has some critical understanding of why he is studying; I need not list such poets here, but the study should include the finest poets of diverse kinds.

Many readers have asked time and again for what one calls help on "minute, practical problems of working conditions." The questions concern such matters as professional appearance of manuscripts, hyphenation at ends of lines, mailing envelopes, etc.

1. Word-count of a story or article should not include title, sub-title, but only text of

---

### MALE PROBLEM

Elizabeth Antonova

There is no man who makes me suffer  
but one.

There is no man who makes me wait  
but one!

I always long for him at home,  
abroad,  
on mountain tops, on every rustic  
road.

In winter, at the fire, I curl  
and wait:  
his hands hold my emotions and  
my fate.

In summer, languidly I wave  
my fan,  
peep out and hope for him, my dear. . .  
mail man.

---

the piece. I should try to make the count accurate within 10 words, certainly 25, not 100, as queried by one reader.

2. Successful writers somewhat vary in their opinions about the appearance of a manuscript. Some would maintain that a perfectly clean copy should be sent, if possible; others feel that an editor thinks that a few careful corrections by pen indicate that the author was trying to put his script into the very best wording before he shipped it off. My own attitude would be that the cleaner the script, the better. How clean it is will depend upon the habits of the writer, to a large extent. If he is a poor typist, he should have someone else prepare the finished draft; if he is a moderately good typist, he will undoubtedly have a few pen corrections to his script, and these need not be worried over if done with care; if the writer is an excellent typist, he can come close to having an uncorrected script and need not feel that he must deliberately make pen corrections in order to give the script the

"worked-over" appearance—the story itself will indicate if the writer has really polished it for submission.

3. Can one query by handwritten postcard? I should certainly say no, with few tolerable exceptions. A query form such as will be run in a future issue of *A&J* may be good for many or most circumstances, but if a query form is not used, the query should best be in letter form, carefully and neatly composed and typed.

4. In discussing format some persons recommend that no hyphens should be used at the ends of lines. A reader requests my opinion of this. First, we need to understand the reason for such a feeling. When a type compositor comes to a divided word at the end of a line, it is possible that he will not know if the author intended that the word continue to be hyphenated in the text or if the word is not to be hyphenated in the text.

In many ways, this is not to be worried

(Continued on page 34)

## SPECIALIST MARKET LIST

### ART—PHOTOGRAPHY

**Amateur Screen Photography**, 3021 N. Narragansett Ave., Chicago. (Bi-M-25) Illustrated, general, technical, or semi-technical articles for the amateur movie and slide hobbyists. 1000-1500; scenarios; fillers; art and figure photos of nudes or semi-nudes, \$5-\$20. Joseph Sorren. 1 1/2-2c; fillers \$1-\$5; photos \$1-\$5. Acc.

**Art News**, 136 E. 57th St., New York. (M-60) (Oct. through May; June through Sept.) News articles on art or personalities of artists. Reviews of current art exhibitions. Alfred M. Frankfurter. 2c. Pub.

**Camera**, The, 306 N. Charles St., Baltimore 1, Md. (M-50) Practical illustrated articles on photography and amateur cinematography, 500 to 1800; illustrations extra. J. S. Rowan. 1c up, Acc.; photos, \$5.

**Home Movies**, 3023 W. 6th St., Los Angeles 5. (M-25) Articles on amateur movie making, 1500-2000; sketches and descriptions of movie making gadgets. Will Lane. 1c to 1c; photos \$1 to \$10. Pub. (No report for 1950.)

**Modern Photography Magazine**, 22 E. 12th St., Cincinnati. (M-35) Entertaining, instructive, inspiring articles on amateur photography, with illustrations; also helpful gadget ideas and cartoons on photography. Query. Frederic B. Knoop. Articles to \$75, photos \$5 up. Pub.

**Pictures**, The Snapshot Magazine, 343 State St., Rochester 4, N. Y. (M-Free) Amateur snaps, all subjects; no candid shots. Wyatt Brummitt. \$5. Acc.

**Popular Photography**, 185 N. Wabash Ave., Chicago 1. (M-25) Illustrated articles on one particular phase of photography, 600-2000. 8x10 glossy, caps for each shot. Frank Fenner, Jr., Ed. Approx. 2c. \$5 photo. Acc. Prints of high quality for salon section, showing outstanding technique and composition, \$5 up; amateur pix for "Pictures from our Readers" dept., \$3-\$10; pix and text for Photo Tip dept., \$5 with pix, \$3 if not. Color transparencies, carbos and wash-off relief prints for covers and inserts, varying prices. Technical data must accompany all pix.

**U. S. Camera Magazine**, 420 Lexington Ave., New York 17. (M-25) Fine photos with or without accompanying article material. Tom Maloney, Ed. Ed Haunigan, Mng. Ed. Good rates; sliding scale. (Write for data sheet for contributors.) Pub.

### BOATING—YACHTING

**Boating Industry**, 505 Pleasant St., St. Joseph, Mich. (8 times a year.) Success stories of boat dealers with pictures. Jerome C. Patterson. 2-3c, photos \$3-\$5. Pub.

**Motor Boat Combined with Power Boating**, 63 Beekman St., New York. (M-25) Practical articles for boat owners. No general articles. Not technical or semi-technical in nature. No poetry. Wm. F. Crosby.

**Pacific Motor Boat** (Miller-Freeman), 71 Columbia St., Seattle 4. (M-35) Illustrated features on boating subjects,

pleasure or commercial, confined to Pacific Coast background; news items, photographs. L. E. Munz. 1-2c. Pub.

**Rudder**, The, 9 Murray St., New York 7. (M-40) Illustrated how-to-do-it articles on every phase of boating. 1500. Boris Lauer-Leonard. Varying rates. Photos \$5. Pub.

**Sea**, 344 Wall St., Los Angeles. Articles and fiction on motor boating, outboard boating, yachting; humor; photos. H. B. Warren, 50c col. inch, \$1-\$3, photos, Pub.

**Yachting**, 205 E. 42nd St., New York. (M-50) Factual yachting material, cruise stories, and technical articles on design, rigging, etc., to 3500. Very little fiction; no verse. Photos containing unusual yachting features. H. L. Stone. 2c-3c. Pub.

### CARTOONS—HUMOR

**Army Laughs** (Crestwood), 1790 Broadway, New York. (Bi-M-25) 2- and 3-line jokes. Cartoons, general, some army. Ken Browne. Good rates, cartoons, Acc.; jokes, Pub. (No report for 1950.)

**Comedy World**, 104 E. 40th St., New York 16. (M-25) Trade journal of comedy world. Staff written. Cartoon showcase, \$5. Frequent gag prize contests. George Lewis. Payment in reprint only.

**Gags** (Triangle Pubs., Inc.), 400 N. Broad St., Philadelphia. (M-25) Cartoons and general humor. Good rates for gags, cartoons, Acc. Del. Poore.

**Funnybone Gazette** (Big City Pub. Co.), Tenafly, N. J. (W) Humorous articles to 1000; cartoons. No short jokes. Varying rates.

**Jest Magazine** (Skyline Publications), 45 W. 34th St., New York 1. (Q-25) Light, fast-moving short stories, 250-1500; cartoons featuring situations, girls, human interest. Ernest N. Dever. 2c; \$7.50-\$10 cartoons, Acc.

**Joker Magazine** (Skyline Publications), 45 W. 34th St., New York 1. (Q) Same requirements as **Jest Magazine**.

**Military Service News**, The, Box 127, Fort Sam Houston, Texas. (W-5) Cartoons of Army life, especially in training camps. S. Deane Wasson. \$1 min. Acc.

**1000 Jokes Magazine** (Dell Publications), 261 5th Ave., New York 16. (Q-15) Short-short stories, 800; articles, 400-800, satirical essays, 400-800; fillers, cartoons, cartoon-spreads, with young men slant; not sophisticated. Floyd Yates. \$15-\$25 per story; cartoons, \$15; spreads, \$100.

**Pack O' Fun**, 205 E. 42nd St., New York. Humorous paragraphs on girl fun, bar-room humor. Verses not over 32 lines. Girl or zany cartoons. Paragraphs \$1; verse, 25c a line; cartoons, \$10. Acc. A. L. (Red) Kirby. (No report for 1950.)

**Quote**, P. O. Box 611, Indianapolis, Ind. (W-10) A reading and research service beamed primarily at the public speaking field. Buys only short, original humorous anecdotes of the "It happened to me" type, 100-200. Address: Humor Editor. Varying rates, Acc.

**Smiles**, 215 4th Ave., New York 3. (Bi-M-25) Articles,



short-short stories, dialogue, etc., in editorial, journalistic, fictional, or any other style so long as it's funny. Screwball copy; sophisticated humor (if clean); satire—even slapstick; cartoons. No jokes or cartoon ideas. Best length, 600-800. Buys four months ahead of publication. 3c, Acc.

#### HEALTH—MEDICAL

**Baby Talk.** 149 Madison Ave., New York 16. True experiences, 500-1000, by mother or father about baby, baby care, family relations; age range, pre-natal-2 years. Ruth Newburn Sedam, 2c, Acc.

**Caliper.** The, 46 Carleton St., Toronto, Ont., Canada. (Q) Articles 1500-2000 of interest to polio and paraplegic victims. W. R. O'Connor, 1/2c-1c, Pub.

**For Married People Only** (Your Guide Pubs.), 114 E. 32d St., New York. (BI-M-25) Articles solving marital problems, 1200-1500, by medical doctor-writers, 1/2c, Pub.

**Hospitals.** 18 E. Division St., Chicago 10. (M) All articles contributed gratis by people in the hospital field or authorities interested in hospital operation. George Bugbee.

**Industrial Medicine & Surgery.** 605 N. Michigan Ave., Chicago 11. Material on occupational disease, traumatic surgery. A. D. Cloud, No payment.

**Life and Health** (Review & Herald Publishing Assn.) Washington 12. D. C. (M-25) Query for requirements. Dr. J. DeWitt Fox. Varying rates, Acc.

**Nursing World.** 468 4th Ave., New York 16. (M-25) Articles relating to nurses and nursing, 1800-2500. Drawings and photos desirable. 1c, Pub.

**Outwitting Handicaps.** 1537 N. San Juan Drive, Detroit 21, Mich. (Official organ of We, The Handicapped, Inc.) (BI-M-25) Descriptions of devices, gadgets, or methods that compensate for physical limitations of a handicap. Uses "How I Did It" health recovery stories, 1000 to 3000, preferably first person—emphasizing the how and why slant. Pictures when available. \$1-\$25 for descriptions of devices. 1/2c up for articles. Acc. Harry E. Smithson.

**Health Review.** 220 E. 42nd St., New York 17. (BI-M-25) Uses articles contributing in some way to mental and physical health and joy, to 1000. Personal experiences preferred. Ed Bodine. 2c, unless by arrangement, Pub.

**R. N., A Magazine for Registered and Professional Nurses.** (Rutherford N. J. (M-controlled) Articles, factual or human-interest, pertaining to nursing, 1500-1800. Alice R. Clarke, R.N. 2c-3c, Pub.

**Sex Facts** (Your Guide Pubs.), 114 E. 32nd St., New York. Inspirational articles dealing with personality problems or marital relations. 1/2c-1c, Pub.

**Sex Guide** (Your Guide Pubs.), 114 E. 32nd St., New York. (BI-M-25) Informative, scientific articles on sex and life conduct, 1000-1500, generally by medical doctor-writers. 1/2c, Pub.

**Sexology** (Gernsback), 25 W. Broadway, New York. (M-25); (Q-50) Medical, psychological articles, preferably by physicians. 1/2c to 1c, Pub.

**Sunshine and Health** (Outdoor Pub. Co.), Mays Landing, N. J. (M-25) Articles on nudist theme, 1200, 1800, 2400; short stories, novelettes, serials (rarely), verse, fillers, news items, with outdoor health theme; humorous skills; cartoons of non-nudist and conventional society. Hsley Boone. 1c-1 1/2c; verse, \$1 stanza; shorts, \$2-\$5, Pub.

**Today's Health** (American Medical Assoc.), 535 N. Dearborn St., Chicago 10. (Formerly Hygeia.) Articles on any aspect of private, public, school health; need personal experience stories in the overcoming of life's handicaps; cartoons, gags and gag lines, light verse, in medical or health slant. Dr. W. W. Bauer. 1c up, Acc.

**Volta Review.** 1537 35th St., N.W., Washington 7, D. C. (M-35) Articles dealing with effect of deafness on individual and ways of overcoming such effect, authentic success stories of the deaf who speak. Very little fiction, almost no verse. Josephine B. Timberlake. \$2 page, Pub.

**Your Health.** 227 E. 44th St., New York 17. (Q) Authentic, enterprising, helpful articles on all phases of health, 300-3000. Douglas E. Lurton. Good rates, Acc.

## WE REWRITE

your story on a 10 per cent Commission Basis. If the story is salable as you have written it, the manuscript will be rushed to market for quick sale. If in our opinion the Story can be made salable by rewriting, a Staff Writer will supply the technique, the "polish," the professional touch. Particular attention paid to Beginning Writers. For Reading, Seven Page Analysis, plus on the script Editing, Correcting, Polishing, Revising, plus Consideration for a Complete Rewrite Job on a 10 per cent Commission Basis, the only fee you pay: \$2. per script to 4000 words, 50c a 1000 words thereafter plus return postage.

Positively no personal interviews, please. Mail manuscripts: "Attention, Rewrite Desk B."

**RALPH NATHAN**

(Since 1932)

814 44th Avenue, San Francisco 21, Calif.



be lucky again."—Adam B. Aretz, Tarentum, Pa.

## Two Stories—\$255 Cash

"Before completing the course I sold two stories: one for \$110, the other for \$145. They were punched out on a borrowed typewriter, a two-bit dictionary on one side, the Palmer lessons on the other. When the going got tough, I turned to the lessons. The answer was there. Luck? Plenty of it. But with Palmer's help I know I'll

## NEW Opportunities NOW For Fiction-Trained Writers

More and Better Short Stories, Novels, Mysteries, Articles, Plays . . . Wanted for Magazines, Trade Journals, Newspapers, Books, Radio and Motion Pictures.

### Write It Right—And It'll Sell

Never were editors more eager to buy. They would rather buy than reject. Why? Because their salaries depend upon finding good material.

If your material is not selling or paying enough, it may not be because you lack talent, but that you lack technique or the ability to put human interest into your work.

How to acquire technique—how to create human interest—these are the unique features of Palmer Training. For 30 years, Palmer home study training has helped hundreds of new as well as established writers find the most direct road to recognition and profit through fiction training.

### Free Lesson Shows How You Learn at Home

So you can see for yourself how interesting, how helpful Palmer Training may be to you, we make this generous free offer to send you:

- (A) Sample lesson of our proven home-study course, with
- (B) actual writing assignments showing how you "learn by doing;"
- (C) typical answers showing how professional writers actually do the work;
- (D) illustrated 40 page book "The Art of Writing Salable Stories" describing opportunities for writers; details of our complete instruction by our staff of professional writers; and what famous authors, students and graduates say about Palmer Training.

Here is your opportunity to learn, without cost or obligation, how Palmer home study training may help you as a writer. Send today.

## Palmer Institute of Authorship Since 1917

Approved  
for  
Veterans



Member, Nat'l Home Study Council

1680 N. Sycamore, Desk G-80

Hollywood 28, California

**FREE**

Palmer Institute of Authorship  
1680 N. Sycamore  
Hollywood 28, Calif, Desk G-80

Please send me free sample lesson and illustrated book, "The Art of Writing Salable Stories," explaining the unique features of your training. This request is confidential and no salesman will call.

Mr. )  
Mrs. )  
Miss )

Address .....

City..... Zone..... State.....

Please print clearly. Veterans: check here ☐

## NEGRO MAGAZINES

**Color**, P. O. Box 207, Charleston 21, W. Va. (M-25) Articles, photos, general human interest, with pictorial interest predominant. I. J. K. Wells. Varying rates, Pub.

**Crisis**, The, 20 W. 40th St., New York 18. (M-15) Articles 1800-2000; short stories, 1500-1800; short poems; photos of Negro life and achievement. James W. Ivy. Payment by agreement.

**Ebony**, 182 S. Michigan, Chicago 16. (M-30) Articles involving Negroes, 1500. John H. Johnson. \$25; photos, \$5, Pub.

**Journal of Negro Education**, The, Bureau of Educational Research, Howard University, Washington 1, D. C. (Q-31) Yearbooks, \$2. Articles dealing with problems faced by Negro and other minority groups in the U. S. in particular and in the world in general. Chas. H. Thompson. No remuneration.

**National Negro Health News**, Federal Security Agency, Washington 25, D. C. (Q-Free) A government publication, health news, illustrations, related subjects. Dr. Roscoe C. Brown.

**Negro Digest**, 1820 S. Michigan Ave., Chicago 16. (M-25) Articles dealing with Negro problems to 1500, and fillers; jokes. John H. Johnson. \$25 article, Acc.

**Negro Traveler**, The, 11717-11727 S. Vincennes, Chicago 43. (M-25) Human interest articles on transportation subjects of interest to waiters, cooks, maids, dining car waiters, redcaps, and others in the field. Articles on home, clothes, and women for 16-page women's section, 2500. Clarence M. Markham, Jr. 1c up, Pub.

**Our World**, 35 W. 43rd St., New York 16. Picture continuities on Negro life. John P. Davis. Average payment, \$50 page, Pub.

**Phylon**, Atlanta University, Atlanta 3, Ga. Articles, essays, stories, 2500; editorial 400; short verse. Seldom makes payment.

**Pulse**, 2627 Bowen Rd., S.E., Washington 20, D. C. (M-25) Articles, 800-1000, features, hobbies, human interest unusual occupations, anecdotes, racial, success stories; verse, photos, cartoons. Helen S. Mason, Ind., Acc.

**Service**, Tuskegee Institute, Tuskegee, Okla. (M-15) Feature articles, short stories, serials. Mrs. G. E. Munday. Acc.

## PICTURE MAGAZINES

**Hill** (Volitant Publishing Co.), 105 E. 35th St., New York 16. (M) Same requirements as Laff.

**Laff** (Volitant Publishing Co.), 105 E. 35th St., New York 16. (M) At present in the market for photo sets with girl's, unusual photo sets, and comedy sets. Adrian Lopez. \$6 photo, Acc.

**Life**, Time and Life Bldg., New York 20. (W-20) Photos of national and world news events, human-interest pictures series. Free-lance market small. Good rates, Acc.

**Look**, 511 5th Ave., New York 17. (Bi-W-15) Human-interest articles preferably focused on one person, one family, one group, not much interested in inanimate subjects. Cartoons. Daniel D. Mich, Ex. Ed. Good rates, Acc.

**Movie Life** (Ideal) 295 Madison Ave., New York 17. (M-25) Informal, candid pictures of screen personalities, well-captioned, "Angie" stories done in pictures especially desired. Betty Elter. Good rates, Acc.

**Movie Stars Parade** (Ideal), 295 Madison Ave., New York 17. (M-15) Articles on motion picture personalities to 1500 on assignment only. Diana Lurvey. Reasonable rates, Acc.

**Navy Pictorial News**, 625 W. Ocean Ave., Norfolk, Va. (Q-25) Illustrated naval and sea stories. Frank Sullivan. \$5 col. (10 1/2"x2 1/2"), Pub.

**Parade**, 405 Lexington Ave., New York. (W-Sunday newspaper supplement.) General interest picture stories. Jess Gorkin. \$500-\$1500, Acc.

**Picture News in Color and Action**, 118 E. 40th St., New York. (M-10) News features and adventure-type serials based on true stories, suitable for comic-style pictorialization. Emile Gauvreau, Ex. Ed. \$5 page, Acc.

**Scholastic Roto**, 18 Journalism Bldg., Univ. of Minnesota, Minneapolis 14. (M) Photos of High School activities, complete with captions; no articles; cartoons by high school students. Up to \$10 per photo, Pub.

**See** (See Pub. Co.), 10 E. 40th St., New York. (Bi-M-15) Photos with authentic and unusual story backgrounds. Candid action type preferred. All photos must be in good taste. Also, human interest, glamour girl and controversial subjects. Timely, humorous cartoons, \$5 up, photos, good prices, Acc.

## OUTDOOR—HUNTING—FISHING—FORESTRY

**Alaska Sportsman**, The, Ketchikan, Alaska. (M-25) True stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sports cartoons, photos. Emery F. Tobin. 12c, Pub.

## MERIDEL LE SUEUR

Learn Basic Structure in Writing as an Art AND a Craft

by personal criticism and collaboration, 6 times in Best Short Stories of Year, Contributor to leading magazines, Author of "North Star Country."

Children's Books. Write Box 3190, St. Paul, Minn.

**American Field**, The, 222 W. Adams St., Chicago 6. (W-20) Articles to 3500, and short stories on out-of-door recreative sports, particularly hunting of upland game birds with sporting dogs, 1500. Wm. F. Brown. Varying rates, Acc.

**American Forests**, 919 17th St., N.W., Washington 6, D. C. (M-50) Articles on trees, forests, soil conservation, land management, water development, outdoor recreation, 1000-2500; outdoor photos. Erle Kaufman. 2c up, Acc.

**American Rifleman**, 1600 Rhode Island Ave., Washington 6, D. C. (M-44) Technical material; small arms, hunting, gunsmithing, etc. Also articles dealing with military small arms. No fiction or verse. Contributors must have expert knowledge of small-arms subjects. Up to 5c; photos, \$5. Acc. John Scofield.

**Canadian Sports Digest**, 15 1/2 Richmond St., Toronto, Ont. (M-25) Market for sports articles, of Canadian nature, or on Canadians in U. S. sports scene, or on subject matter of interest in the Dominion; profiles, odd facts about sports, general sports material. No fiction, verse. Philip M. Stone. 1-2c, Pub.

**Field and Stream** (Warner), 515 Madison Ave., New York 22. (M-25) Illustrated campfire, fishing, hunting articles, 1500-3000. Hugh Grey. 5c up, Acc.

**Forest and Outdoors**, 4795 St. Catherine St., W., Montreal 6. High-class material dealing with the outdoors and outdoor sports from the standpoint of hunter, trapper, fisher, or ordinary week-end camper. Canadian background, slanted towards conservation of woods, wildlife, water. Length, 1800. 11-2c, Pub.; photos, \$3; cover photo \$10.

**Fur-Fish-Game**, 174 E. Long St., Columbus, O. (M-20) Fishing, travel, dog, hunting, fur-raising articles by authorities; true Indian and frontier stories 2000-2500. A. V. Harding. 12c up, Acc.

**Grit & Steel**, Drawer 541, Gaffney, S. C. (M-20) Articles, photos, cartoons, cartoon ideas, pertaining to game law exclusively. Ed H. DeCamp, Ind., Acc.

**Main Coast Fisherman**, 178 Middle St., Portland, Me. (M) Articles about commercial fishing, boat building, lobstering, canning, clamming, packing, etc. Fillers, jokes, epigrams, news items and photos pertaining to marine matter and fishing. Converse Owen Smith. 20c printed inch (about 320 words); photos, \$2; jokes, \$1; news items, 10c an inch.

**Midwest Fisherman**, The, 22 E. High St., Oxford, O. Articles to 4000, chiefly about fishing in Midwest, particularly area roughly bounded by Indianapolis, Columbus, Louisville; factual, treatments, true adventures, wildlife and conservation; photos black and white and color. George Fichter. Articles, \$5 to \$150; photos \$3 to \$100.

**Outdoor Life**, 353 4th Ave., New York 10. (M-25) Articles relating to fishing and hunting, sportsmen's interests to 3000; links, shorts, etc. Raymond J. Brown. Up to 10c; photos \$5 up, Acc.

**Outdoorsman**, The, 814 N. Tower Court, Chicago. (6 times a year.) Illustrated articles on fishing, hunting, sportsmen interest. Bob Becker.

**Outdoor Sportsman**, 109 Commerce St., Little Rock, Ark. (M-25) Illustrated out-of-door short stories. Supplementary rights released. Gus A. Bright, Jr. Low rate, Pub.

**Outdoor West**, Box 551, Sacramento, Calif. (Bi-M-25) Articles on fishing, hunting, skiing in the West, 1000-2500; authoritative articles for departments on guns and ammunition, trapshooting, skiing. Merrill S. Gaffney. \$25 per article; \$3 per photo; \$25 for color cover photo.

**Rod and Gun**, Gardenville, Quebec, Canada. (M) Actual hunting and fishing experiences in Canada, to 1800. K. Marshman. 1-1 1/2c, Pub.

**Salt Water Sportsman**, 136 Federal St., Boston 10, Mass. (W-10) Occasional articles or stories on salt water sport

... as much or as little COLLABORATION and REWRITING as your book or idea may require. Edited, arranged, typed on good bond with one carbon, ready for market. Most attractive rates . . .

## R. K. SHIPLEY

2979 Frankford Avenue

Phila., 34, Pa.

## That Unsold Story, Article or Book

Experienced literary consultant offers evaluation and criticism which may help to make it saleable. — Stories, articles, books, for adults and children. — Marketing guidance. FREE. — No questions answered on literary technique. Write for information today.

## ODESSA DAVENPORT

LITERARY CONSULTANT

6291 Fountain Ave. Hollywood 28, Calif.

Author & Journalist

*herald is a court official*



*but Herald is a newspaper*



You can look it up. With a lower-case initial, *herald* means a medieval announcer, a custodian of genealogies, and even a red-breasted merganser. With a capital initial, *Herald* is the name of a newspaper.

It's the same with *Coke*, the friendly abbreviation for *Coca-Cola*. It has an altogether different meaning when spelled with a lower-case "c." That's why we keep asking that it be written or printed with a capital initial whenever it is mentioned in the public press.

And there's another reason. Both *Coke*

and *Coca-Cola* are registered trade-marks, and good practice requires that owners of trade-marks must protect them diligently. The capital initial on the names of our product is as important to us as capitalizing the first letter of your publication is to you.

*Ask for it  
either way...both  
trade-marks mean  
the same thing.*



THE COCA-COLA COMPANY

fishing in Atlantic Coast area from Maine to South Carolina, to 2000. Primarily newspaper with 50 correspondents. Photos of salt water fishing. H. Lyman. 1½c. Pub.

**Ski Illustrated**, 110 E. 42nd St., New York. (Dec., Jan., Feb., March-25) Illustrated articles on skiing and snow sports to 2000; short-stories; verse; jokes; cartoons; news items; photos. Elizabeth Woolsey, Mng. Ed. 1½c without illustrations, 2c with. Pub.

**Sports Afield**, 405 2nd Ave. S., Minneapolis 1. (M-25) Sportsmen's interests; outdoor activity of all nature but spectator sports. Short stories; articles; fillers; news items; photos; cartoons. Top rates, for field. Acc.

**Sports Digest**, 552 S. Serano St., Los Angeles 5. (M-50) Does not pay for articles other than to members of its own staff. Dwight Flske.

**Sportsman**, 2000 Pike St., Parkersburg, W. Va. (Bi-M) Outdoor articles and stories 3000-5000; pictures, quizzes, cartoons, poetry. Paul H. Blizard, 1½c. Pub, for fiction only.

**Western Sportsman**, 3303 Bridle Path, Austin, Texas. (Bi-M-15) Hunting, fishing and big game articles, 1200-1500; few short fact items and bits of news; cartoons. Deep Western flavor. J. A. Small. Varying rates. Pub.

#### RELIGIOUS-ETHICAL-HUMANITARIAN

**Adult Bible Class** (David C. Cook Pub. Co.), Elgin, Ill. (M) Forceful articles, 500-800, on making adult class a dynamic force in life of every member; plans for timely social and service activities; longer class methods articles. 700-1000; articles on advancement of Christianity in the home, church, community, to 1200, and articles on Christianity in its relationship to life outside, 1000-1200. Roy H. Murray. 1-2c. Acc.

**Annals of Good St. Anne de Beaupre**, Basilica of St. Anne, Que., Canada. (M-10) Articles of wide reader interest, Catholic in tone, not necessarily religious, 1800; wholesome fiction, little slang, 1200-1800. Jokes 1; photos. Rev. Alceide Bonchard, C.S.B.R. 1c. Acc.

**Ave Maria, The**, Notre Dame, Ind. (W-15) Short stories olic and other themes, 2000 to 3000; poems under 24 olic and other themes, 2000 to 3000; poems under 24 lines. Wholesome juvenile adventure short stories, serials. Rev. Patrick J. Carroll, C.S.C. Approx. 1c. Pub.

**Baptist Leader**, 171 Chestnut St., Philadelphia 3. (M-25) Human-interest articles on unusual methods or successes of churches and Sunday Schools; articles of families who have achieved the art of doing things together; unusual life stories related to church and community life, 1200-1500. Benjamin P. Browne. 1½c. Acc.

**Bengalese**, The Brookland 17, D. C. (M-15) General interest articles and short stories, 1800-2500. Norman J. Johnson. 1½c. Acc. Releases sp. rights on request.

**Biosophical Review**, The, 410 S. Michigan, Chicago 5. (Q-35) Unusual articles dealing with the better nature of man, expressing high spiritual values, verse; fillers. Dr. Frederick Kettner. 1c. Pub.

**Canadian Messenger**, The, 2 Dale Ave., Toronto, Ont., Canada. (M-10) Short stories, Catholic atmosphere, bright, pointed, but not preachy, 3000; no love stories; articles, essays, Catholic interest, 1000-3000. Rev. J. I. Bergin, S. J. 1½c. Acc.

**Carmelite Review**, The, 10 County Rd., Tenafly, N. J. (M-20) Religious monthly operated for charity. Short stories, 850-2000; articles and pictures on current subjects, 900-2500; verse. Rev. Andrew L. Weldon. 2-3c; photos, 53. Acc. (Reported slow.)

**Catholic Home Journal**, merged with Poise, 220 37th St., Pittsburgh, Pa. (M-10) Domestic and pedagogical articles on home, child training, as are seasonal from a religious and patriotic standpoint; essays of a religious nature and general interest; short stories that implicitly point a moral, 1800-2000. Verse about home, children, etc. 12-16 lines. Photos of children. Rev. Urban Adelman. 1c. 45 verse. Pub.

**Catholic World**, 411 W. 40th St., New York 19. (M-40) Short stories to 4500; Roman Catholic articles, 2500-4500. Some verse. Rev. James S. Gillis, C.S.P. Approx. 85 page. Pub.

**Christian Advocate**, The (Methodist Pub House), 740 R 12th St., Chicago 11. (W-10) Religious, family, travel, patriotic short stories, articles, essays, 1500; verse, 1 Otto Hall. 1½c. Acc.

**Christian Family** (David C. Cook Pub. Co.), Elgin, Ill. (Q) Features on making home a virtue force in Christian

influence; short family life stories with action; helpful messages to shut-ins and the aged; center interest in present-day life; articles 800-1000; fiction 1500-2000. 1c up. Acc.

**The Christian Family and Our Mission** (Mission Press, Techny, Ill.). (M-20) Catholic family magazine using wholesome short stories, 1500-2000, and suitable verse. Frederic M. Lynk, S.V.D., 365 Ridge Ave., Evanston, Ill. 1½c up. verse, 15c a line. Acc.

**Christian Herald**, 27 E. 39th St., New York 16. (M-35) Interdenominational religious, illustrated sociological articles, 2500; short stories 2500; verse, 25c a line. Releases all but first serial rights.

**Christian Home Life** (Standard Pub. Co.), 20 E. Central Pkwy., Cincinnati. (Q-25) Features and short stories on various phases of home life, to 900-1800. Dorothy Fay Foster. 1½c. Acc.

**Christian Life**, 434 S. Wabash, Chicago 5. (M-25) Current interest, biographical, devotional, missionary articles, 3000; short stories dealing with specific problems involving Evangelical Christians, 3000; short-stories, 1000; serials, 3 to 4 parts; fillers, 400. Robert Walker. Fiction 1½c up; articles 1c up. Pub.

**Christians Forum**, 1222 McBerry St., Highland, Ill. Articles and stories under 2000 with Christian home life and Christian child training themes. Acc. M. P. Simon. 1½c. Acc.

**Churchman**, The, 425 4th Ave., New York 16. (2M-25) Articles applying religious thought to problems of the day; good verse. Dr. Guy Emery Shipley. No payment. **Clear Horizons**, 1571 Grand Ave., St. Paul 5. (Q-25) Articles and essays, 700-1000, giving liberal religious point of view of brotherhood, inter-denominational cooperation, etc. Norman K. Elliott, Mng. Ed. 1½c; verse, 20c line. (Sample copy free.)

**Colombia**, 45 Wall St., New Haven, Conn. (M-10) (Knights of Columbus) Articles of general Catholic interest, 2500-3500; essays; verse. John Donahue. 1-3c. Acc.

**Cor**, Hales Corners, Wisc. (M) A magazine promoting the Apostolate of the Sacred Heart. Short-short fiction, 1500-2500. Rev. Geo. Pinger, S. C. J. 1½c up. Acc.

**Couneld Fires**, 260 W. 44th St., New York 18. Fiction with Christian background, 2000-2500. P. B. Christie. \$4-55. Acc. Write for sample copy before submitting.

**Daily Meditation**, 911 Vance Jackson, San Antonio 1, Tex. (M-25) Non-sectarian religious articles teaching power of prayer, or with metaphysical slant, 800-1700; ancient mystical symbology, Mayan archaeology and discoveries; self-help book-lengths, 60,000. Wm. P. Taylor. 1c to 1½c; book-lengths, \$150 up. Acc.

**Far East**, The, St. Columban, Milton 86, Mass. (M-10) Catholic mission magazine; buys short (1500-1800) stories with wholesome plots, authentic travel and human-interest articles and photos on China, Philippines, Burma, Korea, Japan, etc.; good poetry, cartoons. Edward Dersov. Stories, 830. Acc.

**Grail**, The, St. Meinrad, Ind. (M-25) Articles, features, essays, 1000-1500; short stories, 2000; poems, fillers, photos, art work; on Christian family life and modern problems. Rev. Walter Sullivan, O.S.B. 1c. Acc.

**HHS**, 1444 N. Astor, Chicago 10. (M-Oct. thru June-25) Organ of Inter-Varsity Christian Fellowship. Articles designed either to help Christians live more effectively for Christ, or to help non-Christians see the importance of realizing Christ's claims upon their lives. Philosophical articles on Christian faith and belief; practical articles on various phases of Christian living, 750-1600. 3450-3500. Good pictures on college level. Buys very little free-lance. C. Stacey Woods, Virginia Lowell, Eds. 1½c. photos, \$2. Pub.

**Holy Name Journal**, 141 E. 65th St., New York. (M-25 except July-Aug.) Catholic articles of interest to men; biographical world affairs, human interest, etc., 1600 or 2500. \$5 page. Pub.

**Improvement Era**, The, 50 N. Main St., Salt Lake City, Utah. (M-25) Stories of high moral character, 1000-2000; short shorts 500-800. General articles on social conditions.

### EASIEST WAY TO MAKE \$1 to \$10 DAILY WRITING FILLERS

The New 1950 Revised Course & Markets

No long training or professional style and plotting technique is needed. You may write that which will sell the day you first study the course. Shows how to write jokes, news items, juvenile stories and articles, household hints, etc. Special sections for sportsmen, housewives, humorists, etc. Contains samples of published fillers. Complete with latest list of over 150 filler markets and rates. Included, a month of help up to 1500 words of your short items if you order now. Return this ad and \$1.00 today!

**WILL HEIDEMAN**

211 S. Valley St.

New Ulm, Minn.

### TYPING SERVICE

MANUSCRIPTS, ARTICLES, LEGALS, LETTERS, FORM LETTERS, LABELS, REPORTS, POETRY, FILLERS, JOKES, all on A.D.R. S.S. NG and STUFFING. By expert. Quick, dependable, reasonable. Rates on request. References.

**MARY LEE KAEMMERLE**

Rt. 9, Frankfort, Kentucky

### SELL YOUR SHORT-SHORTS, SERIALS ARTICLES, COLUMNS, POEMS

Reading and handling fees: \$2 up to 1,500 words; \$1 per 1,000 thereafter; novels, \$10; poems, \$1 each.

Author: Technique Sells Short-Short, \$2; Short-Short Stories, \$2; Co-Author: Writing Short-Short Story, \$2.50.

ROBERT OBERFIRST, Literary Agent

P. O. Box 539

Ocean City, New Jersey

vocational problems, handicrafts, material of particular interest to youth and to Mormon Church, 390-2000. Photos of striking and dramatic simplicity for frontispiece and cover use. Poetry to 30 lines. Doyle L. Green. Fiction and features, 1c; poetry 25c a line, Acc.

**Information**, 401 W. 59th St., New York 19. (M-20) Feature articles on some phase of Catholic action, 1500-2000. No fiction. Rev. Albert A. Murray, C.S.P. 1½c, Acc. **International Journal of Religious Education**, 200 S. Michigan Blvd., Chicago 4. (M except Aug-20) Reports of progressive methods and procedures in Protestant Sunday school work; one-act seasonal religious dramas. Market chiefly for specialists in religious education. P. R. Hayward, Ed., Lillian Williams, Mng. Ed. 1½c-1c, photos of religious activities in church, home, community, \$1-56, Acc.

**Lamp**, The, Ringgold St., Peekskill, N. Y. (M-20) Articles on religious (Catholic) topics to 2000; short stories with Catholic slant, same length. Rev. Samuel Cummins, S.A. 1½c, Acc.

**Liberal Judaism Monthly**, 920 Riverside Dr., New York 32. Fiction, poetry, essays, reflecting thinking and background of the thoroughly Americanized Jew; verse; photos; cartoon ideas. Louis Rittenberg, 2c, Pub.

**Light and Life Evangel**, The, Winona Lake, Ind. (W-\$1.25 yr.) Illustrated features on general interest topics, 2000; short stories, 2500-3000; religious motif desirable but not required exclusively; romance on a high level; Christian virtues and good morals, indirectly taught; serials, 6-10 chapters; short fact items, fillers; news items. Dr. Leroy M. Lowell. 1½c, Acc.

**Living Church**, The, 407 E. Michigan St., Milwaukee 3, Wis. (W-15) Short illustrated articles on religious and social subjects. Episcopal viewpoint. 1000-2000. \$5 and up, Acc. Religious verse, no payment. Peter Day, Exec. Ed.

**Lookout**, The (Standard Publishing Co.), 20 E. Central Pkwy., Cincinnati 10. (W-5) Articles on Christian education, adult Sunday school work 1000; wholesome but not "Sunday Schoolish" short stories, 1000-2000; serials to 10 chapters, 1000-1200 each. Photos upright, \$x10, scenic, human interest. No poetry. Guy P. Leavitt. 1c up, photos \$3 to \$5, within 1 month after Acc.

**Lutheran**, The, 1228 Spruce St., Philadelphia 7. (W-5, \$2.50 yr.) Personal experience, notable achievement articles written for average person in field of Christian ideology, 1000-2000; short stories with relevance to church paper, 500-2500 (chronically overstocked); fillers, news items on general church life if of unusual interest; photos relevant to church paper. Dr. G. Elson Huff. 1c-2c; photos, \$5, Pub.

**Madona** (formerly Mother of Perpetual Help), St. Alphonse Seminary, Woodstock, Ont. (M-10) Religious (Catholic), historical, educational articles, 1200-1500. Rev. James Bennett, C.S.S.R. \$12-\$15, Pub.

**Magnificat**, 131 Laurel, Manchester, N. H. (M-30) Catholic articles, short stories, serials, verse. Indefinite rates, Acc.

**Marian**, The, 2334 S. Oakley Ave., Chicago 8. (10 times yearly-10). Stories to 1500; articles to 1200, modern, yet wholesome, not necessarily Catholic. Pictures for articles. Mariological articles. Rev. Peter P. Ciniakas, M. I. C. Prompt report, 1c.

## WRITERS

### WORK TO DIRECT ORDER ONLY!

Title	Mag.	Price
<b>Yankee Frankenstein</b>	<b>Sensation</b>	<b>\$175.00</b>
<b>Toxicab Tidbits</b>	<b>This Week</b>	<b>250.00</b>
<b>The Scorpion</b>	<b>True Detective</b>	<b>495.00</b>

- I have written and sold the above articles plus 1000 others in the past 15 years to over 100 different national magazines.
- My students—**WRITING AND SLANTING TO DIRECT ORDER ONLY**—are featured today in scores of newsstand publications.
- I have developed a NEW—COMPLETELY PERSONAL—ABSOLUTELY INDIVIDUAL—**Course in Article Writing SLANTING YOUR PERSONAL TALENTS AND INDIVIDUAL MATERIAL TO SPECIALIZED MARKETS.**
- No offer AS UNIQUE—AS DIFFERENT—AS PRACTICAL—FOR THE BEGINNING WRITER OR THE PROFESSIONAL—has ever before been made by a SELLING WRITER AND RECOGNIZED INSTRUCTOR.

Write for Terms and for FREE Pamphlet, "Writing To Direct Order Only."

**WILL H. MURRAY**

Room 328

7016 Euclid Ave. Cleveland 3, Ohio

# NO FACTORY HERE!

**Your manuscript needs personal attention!** You have put in it the best you have! No slush pile, no printed forms, no factory methods here. You and your manuscript will be treated as individuals. Repeated efforts where it fits should bring about the sale.

**Our satisfied clients think so.**

Shop around for a while. We have no convincing argument that we are the only ones who can do it. If you want the best, though, you must pay for it. It's blunt but true. Let no one fool you.

Our fee to handle your MSS is \$1 per 1,000 words, up to 10,000—and 50c per M above this. \$5 is our minimum for one manuscript, 5,000 words or less.

**Hundreds of requests for novels are compelling us to make a concession from which you benefit. For \$5, we shall read your novel, try to sell it immediately, if it has any possibilities, or in a report give you our honest opinions on it.**

Our commission: 10%. Return postage with each MS please. Or if you wish, ship by Express.

No fees, of course, for professionals—and fees dropped after two sales for beginners.

**WE HAVE THE MARKETS AND HAVE DONE IT FOR OTHERS—WHY NOT YOU?** Pack up your MSS now, ship them and let us prove it.

## MANUSCRIPT BUREAU

154 NASSAU ST. — TRIBUNE BLDG.  
NEW YORK 7, N. Y.



**Messenger of the Sacred Heart**, 515 E. Fordham Rd., New York 39 (M-20) Catholic short stories to 3000; religious verse. Rev. Thomas H. Moore, S.J. 2c min., Acc.

**Miraculous Medal**, The, 100 E. Price St., Philadelphia (Q) Catholic articles 1500-2500, short stories 1200-2100. Joseph A. Skelly, C.M. 1½c up, Acc.

**Mission Call**, The, Hales Corners, Wis. (M) Fiction with modern themes of romance, adventure, mystery, not necessarily religious, 1000-2000. Rev. George Pinger, S.C.J. 1½c-3c, Acc.

**Missionary Servant**, The, Stirling, N. J. (M-20) Religious, sociological, human-interest, current events articles, 1500-2000; short verse, fillers; photos, Catholic. Donald M. Lynch. Varying rates, Acc.

**Mother's Magazine** (David C. Cook), Elgin, Ill. (Q-7) Practical material for mothers of children from birth to activities and stories for children with emphasis on religious training and character building, 100-500 words; 12 years to help in development of Christian character; articles 700-1000; department material 100-300; fiction, 2500. Beatrice H. Genck. Articles, 1c; fiction 1c, Acc.

**Nautilus Magazine of New Thought**, 247 Cabot St., Holyoke, Mass. (M-25) Articles to 750 along New Thought; very little ads and inspirational verse. True personal experiences in the application of truth or New Thought. Elizabeth and William C. Towne, Ind., Acc. or Pub. Buys magazine rights only.

**New Century Leader** (David C. Cook Pub. Co.), Elgin, Ill. (M-7) Challenging suggestions on how to become a better Sunday School teacher, 1200; plans for building an effectively-organized Sunday School from the superintendent's point of view, 1200, and many articles on a variety of topics for religious leaders and all adults desiring a general religious publication. Inter-denominational. Roy H. Murray, 1-2c, Acc.

**Precious Blood Messenger**, Carthage, Ohio. (M-10) Catholic human-interest articles and stories, about 2000. Father M. J. Foltz, C.P.P.S. 1½c, verse 25c line, Acc.

**Presbyterian Life**, 321 S. 4th St., Philadelphia 6. (Bi-M-10) News-type of feature story in church-related events of interest to Presbyterians, articles on personal faith, 1500. No fiction or poetry. Robert J. Cadigan, Gen. Mgr. Approx. 2c, Pub.

**Primary Teacher and Beginners' Teacher** (David C. Cook Pub. Co.), Elgin, Ill. Articles of practical help to Sunday School teacher of children 6-8 and 4-6, 400-850, 1c, Acc.

**Progress Magazine**, 17 Tracy St., Kansas City 6. (M-15) First person story style articles telling how writer has improved his life by applying Jesus Christ principles, interviews with prominent people who have a practical faith in God; fiction, strong in plot and characterization; religious verse to 16 lines. Newton Lewis, 1c, min.; verse, 25c line, Acc.

**Protestant**, The, Cambridge Sta., Kings Co., Nova Scotia. (Q) Religious magazine emphasizing anti-fascist moral issues—concrete, factual. Kenneth Leslie, 1c, Pub.

**Queen's Work**, 3742 W. Pine Blvd., St. Louis. (M-Oct.-June) Sports articles, true short stories, 2000. Herbert O'H. Walker, S. J. 1c, Pub.

**Savior's Call**, The, Salvatorian Seminary, St. Nazianz, Wis. (M-10) Short-stories, 500-600; short stories, 2500-3000; current-events articles, to 3500; verse, Religion and piety must not be substituted for lack of technique of literary skill. Rev. Dominic Giles, S.D.S. Fiction to 225; articles to 2c; verse to \$10, Acc.

**Sentinel of the Blessed Sacrament**, 194 E. 76th St., New York 21. (M-20) Articles, essays and fillers centering on Eucharist, 2000-3000; verse and short stories, inspirational or religious. George Legere, S.S.S. 1½c, Acc.

**Shepherds**, 1908 Grand Ave., Nashville 4, Tenn. Articles on motives, methods, message of evangelism. George H. Jones, No payment.

**Shield**, The, Crusade Castle, Shattuck Ave., Cincinnati 26, O. (M-Oct.-May-25) Articles dealing with Catholic missionary work, by special arrangement with writers. Edward A. Freking, Mng. Ed. Acc.

**Sign**, The, Union City, N. J. (M-25) Catholic and general articles, essays, short stories to 4500, verse, Rev. Ralph Gorman, C.P. 3c, up, Acc.

**Social Reign**, The, 4930 S. Dakota Ave., N.E., Washington 17, D. C. (Bi-M-20) Articles and short stories revolving around the Catholic home and Catholic life, and devoted to the spread of the Enthronement of the Sacred Heart in the Home and Night Adoration in the Home and beatification cause of Father Damien. Sponsored by the Sacred Heart Fathers. 500 words, maximum. Henry F. Unger, Mng. Ed., 1½c, Acc.

**Southern Israelite**, 312 Ivy St., N.E., Atlanta, Ga. (W-Newspaper, M-supplement). Not in market for free-lance material. Adolph Rosenberg.

**Sunday Digest**, (David C. Cook Pub. Co.), Elgin, Ill.

(W-5) Articles, 500-1000; short stories, 1000-1800; biographical sketches, accounts of group activities, anecdotes; verse, fillers; character-building slant. Iva S. Hoth, 1c, Acc.

**Sunday Pix** (David C. Cook Pub. Co.), Elgin, Ill. (W) Short animal features, quizzes, puzzles, riddles, things to make, games, strange and unusual facts. Iva S. Hoth, 1c, Acc.

**Sunday School at Home**, 1816 Chestnut, Philadelphia 3. (Q-12) Articles, short stories, not over 1000, editorials; fillers; news items; verse; photos. All religious and devotional. Rev. Wm. J. Jones, 1½c-3½c, Acc.; verse, photos, varying rates.

**Sunday School Times**, 325 N. 13th St., Philadelphia 5. (W) Articles on Sunday school work; verse; short stories for children. Philip E. Howard, Jr. 1½c up, Acc.

**Sunday-School World**, 1816 Chestnut St., Philadelphia 3. (M-15) Challenging articles to 950; definitely Christian. Biblically slanted, on religious, Sunday School, daily vacation Bible school, weekday Bible teaching in rural areas themes. Wm. J. Jones, 1½c, verse 50c stanza, Acc.

**Teacher**, The, 161 8th Ave., N., Nashville, Tenn. (M) Articles, 500-1500; verse, photos, devoted to material on Sunday School teaching. Clifton J. Allen, Approx. 1c, Acc. **This Day**, 3538 S. Jefferson St., St. Louis 18. (M-35) Short stories, 1000-3000; novelettes, serials, 10,000; articles 1500. Full of human interest on home affairs; short "reader editorials"; fillers, jokes and epigrams; verse; cartoons. Henry Rische, 1c, Acc. verse, \$1-\$3; cartoons \$5. Supplementary rights released to author.

**Union Signal**, The, 1730 Chicago Ave., Evanston, Ill. (W-5) All material on assignment to qualified experts. Susan Shaffer Dibelka, Mng. Ed.

**Walther League Messenger**, 875 N. Dearborn St., Chicago 10. (M-25) Short stories with religious implication. Photos with religious and youth slant. Alfred P. Klausner, Ind., Acc.

### RURAL-AGRICULTURAL-LIVESTOCK-ETC.

**American Agriculturist**, Savings Bank Bldg., Ithaca, N. Y. (Bi-W) Poems \$2 apiece, Pub. Cartoons.

**American Fruit Grower**, 1370 Ontario St., Cleveland 13. (M-10) Articles on fruit growing, breeding, marketing, especially fruitgrower experience stories. R. T. Maister, 25c col. inch; \$1, photos, unless otherwise arranged. Pub.

**Better Farming Methods**, Mount Morris, Ill. (M-20) Articles on County Agents, Vocational Ag. Teachers, and Extension Workers, 500-800. M. R. Dunk, 2c, Acc.

**Better Farms**, 928 Broadway, Buffalo 12, N. Y. (M-\$1 year) Farm features, including those for woman's page, 500-1500; photos, rural, oddity. L. C. Moser, \$1 col. inch, Pub.; photos varying rate, Acc.

**California Fruit & Grape Grower**, 717 Market St., San Francisco 3. Articles on fruit growers, 500-1500; news items of interest to fruit growers, new techniques, methods; photos. Tom Weber, 1c-2c, Acc.; photos, \$3.

**Canadian Countryman**, 347 Adelaide St. W., Toronto 2-B, Canada. (Bi-M) Short stories to 3000. Daniel McKee. Varying rates, Pub.

**Capper's Farmer**, Topeka, Kan. (M-10) Authenticated farm experience articles 300-800; handicraft, cooking, human interest material of interest to farm women and girls; jokes. Ray Yarnell, 1c up, jokes \$1, Acc.

**Cattleman**, The, Fort Worth, Texas. (M) Livestock articles and true stories dealing with romance of the West. Henry Buechner. Varying rates, Pub.

**Colorado Rancher and Farmer**, The, C. of C. Bldg., 1728 Champa St., Denver. (Semi-M) Articles of interest and aid to ranch and farm people; handy farm and ranch ideas; cartoons with rural angle; photos to illustrate specific points. Martin J. Russell, Mng. Ed. 1c, Pub. Supplementary rights released.

**Cooperative Digest**, Ithaca, N. Y. (M-25) Articles dealing with farmer cooperatives, their leaders and their accomplishments. E. H. Scholnik, Manager, 1c, Pub.

**Country Gentleman** (Curlls), Independence Sq., Philadelphia. (M-10) Short stories 2500-5000; 3 and 4 part serials, 30,000; general articles of interest to farm and farm-town people 1500-3000; articles for women, humor page—brief sketches; verse; comic drawings; very short fillers—fact or humor. Robert H. Reed First-class rates.

**Country Guide**, Winnipeg, Manitoba, Canada. (M-5) First or second rights to serials 50-80,000, short stories 2500-4500, rural appeal. Children's page items, household photos; verse. Amy J. Roe, 1½c up, Acc.

## 3-FOR-1 SALE!

BECAUSE GEORGE WILLIAMS' Formula Books have proved so popular, we are putting them out soon in a more expensive edition. Until then, while they last, we have only 264 copies of the popular first edition left. SEE what you get for only \$1, while they last.

1. FORMULA FOR WESTERNS... 32 pp. of straight dope!
2. EASY MONEY FROM FILLERS... how to write & sell!
3. PLUS SUBSCRIPTION TO 4 ISSUES OF "STORY-ETTE"... the Discovery Magazine especially interesting in new writers, with FREE membership in \$110 Dividend Club!

DON'T MISS this never-to-be-repeated 3-for-1 offer for \$1. Mail \$1 NOW, before you forget—and be prepared for a surprise! or Send No Money and we'll send C.O.D.

CLOVER PUBLISHING COMPANY, Dept. A-5  
P. O. Box 13666 Los Angeles 25, Calif.

## WRITE CARTOON IDEAS!

"BE FUNNY FOR MONEY" shows you how to write and where to sell. REMEMBER only a selling cartoonist in NEW YORK CITY knows the needs of N. Y. markets. Sell the big magazines. Send 25c in coin.

DON ULSH

123-35 82nd Road, Dept. A.J., Kew Gardens, N. Y.



**Electricity on the Farm**, 24 W. 40th St., New York 18. (10-times-yr.—10) Brief articles under 1000 showing how electricity is used profitably on farms. Geo. W. Kable. 2c. \$3-\$5, photos. Acc.

**Family Herald and Weekly Star**, P. O. Box 4005, Place D'Arms Postal Sta., Montreal, Que., Canada. (W-5) Farm and rural home magazine. Short stories 2000-4000; featurettes on live rural topics, 600-1500, photos; agricultural articles of interest to Canadian farmers. R. S. Kennedy. Non-fiction. \$6-\$8 column, Pub.; fiction, \$35-\$70 a story. Acc.

**Farm and Ranch**, 3306 Main St., Dallas 2, Tex. (M) Articles of interest to the Southwest, with farm's ant preferred. Photographs if possible. Fiction with farm background preferred, but not a requisite if story has human interest appeal. 1500. A. B. Kennerly. Articles, 2c, or according to merit; fiction, 3c. Acc.

**Farm Journal**, Washington Square, Philadelphia 5 (M-5) Agricultural articles with photos 300-600; (query before sending); woman-interest short stories, 3000; cartoons, Arthur H. Jenkins. 2c up, fiction 20c up, Acc.

**Farm Quarterly**, 22 E. 12th St., Cincinnati 10, Ohio. (Q-50) Articles, essays, fillers, on farm and rural life; farming and stock raising, nostalgic rural articles; photos in black and white and color; cartoons. Reprint rights released. \$50 to \$200, with pix.

**Furrow**, The, Deere & Co., Moline, Ill. (Bi-M-free). Well-illustrated, practical farm items, 500-600; farm pictures that have a "how-to-do" or "results" angle. F. E. Charles, Assoc. Ed. 2c. Acc.

**Horticulture**, 300 Massachusetts Ave., Boston, Mass. (M-25) Short gardening articles, 250, 750, 1000, actual experience or scientific gardening. Photos. Supplementary rights released. Wm. H. Clark. 1c-2c. Pub. \$2-\$6, photos. Michigan Farmer, 322 Abbott Rd., E. Lansing, Mich. (Bi-M-5) Short articles of special interest to Michigan farmers, cartoons, photos, artwork. Milton Grinnell, \$3 column up, Pub.

**Modern Beekeeping**, Box 120, Paducah, Ky. (M-20) Illustrated features and shorts on bees and beekeeping written by actual beekeepers; must be of some value to the industry. Walter Kelley. \$5 page; photos, \$1-\$5.

**National Live Stock Producer**, 139 N. Clark St., Chicago. (M-10) Live stock production and marketing articles, 1000-2000. J. W. Sampier. \$25; shorts \$10-\$15. Acc.

**New England Homestead**, 29 Worthinkton St., Springfield 3, Mass. (2M-5) Illustrated articles 1200-1500 on farming and homemaking in New England. Very little fiction; some verse. James G. Watson. 25c inch; verse, 20c line, Pub.

**Progressive Farmer**, Commercial Realty Bldg., Birmingham, Ala. (M) Short stories, 3000 (submit to Dallas, Tex., office 1105 Insurance Bldg.) Eugene Butler. 4c min. for fiction, Pub. (Material for Young Southerners Department should be submitted to Earline Gandy, Youth Folks Ed.)

**Record Stockman**, The, 1820 Curtis St., Denver 2, Colo. (W-10) Informative feature articles on Western livestock production and ranching, how-to-do-it type; news items. Willard E. Simms. 25c col. inch, Pub. Query.

**Southern Agriculturist**, Nashville, Tenn. (M-5) Articles of Southern rural interest; short fiction, 800-2500; photos, cartoons, cover designs. Milbrey Covert, Mng. Ed. Acc.

**Successful Farming** (Meredith), Des Moines, Ia. (M-20) Agricultural articles, jokes, news items, photos, cartoons. Kirk Fox. Articles, etc., 5c; verse, 25c line, Acc.

**Texas Livestock Journal**, Route 7, Box 226, Tucson, Ariz. Authoritative articles on care, handling, training Quarter and Thoroughbred race horses; articles about important sires and matrons of these breeds; off-trail material of interest to breeders, trainers, users; 500-1000 length; photos. Nelson C. Nye, horse editor. 1c-5c, 5 days before publication.

**Turkey World**, Mount Morris, Ill. (M-20) Articles and photos covering good turkey raising methods and equipment. M. C. Small. 1c, photos \$1-\$35, usually Acc.

**Wallaces' Farmer & Iowa Homestead**, 1912 Grand Ave., Des Moines, Ia. (Semi-M. \$1-2 yrs.) Articles dealing with Iowa farming, 500-600; gag cartoons. Donald R. Murphy. Acc., according to quality.

**Western Farm Life**, Denver, Colo. Chiefly written by staff and special correspondents.

**Western Horseman**, Box 1277, Colorado Springs, Colo. (M-35) Articles on history, training, breeds, breeding, veterinary, rodeo, riding clubs, all Western stock lines, to 2500; photos, cartoons. Robert M. Denhardt. 1-3c, Acc. First rights only.

**Wisconsin Agriculturist and Farmer**, 1st & 3rd St., Racine, Wis. (M) Short illustrated articles of success on Wisconsin farms. F. B. Swingle. 1c-2c.

#### SCIENTIFIC—POPULAR SCIENCE—NATURE—MECHANICS

**Audubon Magazine** (National Audubon Society), 1000 Fifth Ave., New York 28. (Bi-M-45) Prefer query first for articles on birds, mammals, plants, insects, wildlife, conservation; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects, 1500-2500. Photos. Ken Morrison. 1c-3c, photos \$3 (cover picture \$10), Acc. Canadian Hobbycraft Magazine, The, 95A King St. W., Toronto 1, Ont., Canada. (Bi-M-25) Articles to 1000, how-to-make articles on all types of hobbies, crafts,

## GHOSTING — REVISION

### By Top Writers-Critics

We maintain a staff of High-calibre Assistants — among best in the literary field.

### HOW WE WORK WITH YOU

We read, criticize (see below) Revise all types manuscripts; give instruction. On ghosting and heavy revision you allow our writer an extra percentage of sales price, in addition to cash fee. We engage a "name" writer, thus vastly increasing prospect of a sale.

RATES for criticism: 50c per 1000 words; minimum, \$2.50 per ms. Fees for other services — revision, ghosting, etc.—based on help needed. Please write details. Est. in Hollywood 10 years.

Send for Circular

## H. D. BALLENGER

1509 Crossroads of the World, 102-A Hollywood 28, California.

### SHORT STORY WRITING

How to write, what to write, and where to sell. Our courses in Short-Story Writing, Juvenile Writing, Article Writing, Versification and others, offer constructive criticism; frank, honest, practical advice; real teaching. All courses moderately priced.

For full particulars and a sample copy of the WRITERS' MONTHLY, write today to:  
The Home Correspondence School  
Dept. AJ Springfield 3, Mass.

HOLLYWOOD AGENT SINCE 1919

# Adeline M. Alvord

CHESTER BEMIS, Associate  
IN THE SHADOWS OF THE HOLLYWOOD STUDIOS

STUDIOS WANT NEW IDEAS IN STORIES! Have you something new and fresh to offer? If you have, we can sell it.

SEND FOR BOOKLET: FACTS ABOUT WRITING AND SELLING SCREEN STORIES AND GETTING YOUR BOOK PUBLISHED. FREE TO WRITERS.

1317 NORTH BRIGHTON ST.  
BURBANK, CALIFORNIA

home ideas; photos, art work, cartoons. Brian Chernoff. 1 3-1c. Pub.

**Hobby Digest**, The. P. O. Box 52, Detroit 21. (M-20) Illustrated articles 150-1500 on collector, hobbyists, antiques, modeling, and coins; short stories, fillers, jokes. E. J. Sharbatz. Varying small rate. Pub.

**Home Craftsman**, The, 115 Worth St., New York. (BI-M) How-to-make-it articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1c to 2c. photos \$2 up. Pub.

**Mechanix Illustrated** (Fawcett), 67 W. 44 St., New York 18. (M-15) New, lively features and shorts on all scientific and mechanical subjects, also how-to-build projects for the home workshop and tips for photographers; action and personality pictures, human-interest s'ant, plus camera action stories. Wm. L. Parker. Good rates, Acc.

**Model Airplane News**, 551 5th Ave., New York 17 (M-25) Model airplane construction articles, 1500. Howard G. McKintee. Pub.

**Natural History Magazine**, 79th St. and Central Park W., New York. (M-50 except July and August) Popular articles to 4600 on natural science, exploration, wild life, photo series; fillers, Edward M. Weyer, Jr. 3c. Acc.

**Nature Magazine**, 1214 16th St., Washington, D. C. (10 issues a year—50) Illustrated nature articles 1000-2000; fillers with pictures 100 to 400, short verse. R. W. Westwood. 1 to 3c. Acc. Query.

**Paramount Collector-Hobbyist**, Box 864, Denver 1. (M-15) Brief articles on interesting hobbies by hobbyists themselves; verse. J. N. Hile. \$1.50 per column. Pub.

**Popular Homecraft**, 814 N. Tower Ct., Chicago. (BI-M) How-to-build articles of wood, metal, leather, etc., with detailed drawings, or at least 1 photo. L. F. McClure. \$15 page. Acc.

**Popular Mechanics**, 200 E. Ontario St., Chicago 11. (M-35) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 300-1500; fillers to 250. How-to-do-it articles on craft and shop work, with photographs and rough drawings, and short items about new and easier ways to do everyday tasks, should be addressed to the Technical Editor. Roderick M. Grant, Mng. Ed. 1c to 10c; photos \$5 up.

**Popular Science Monthly**, 353 4th Ave., New York 10. (M-25) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Perry Githens. 1c to 10c; photos \$3 up. Acc. Query.

**Radio and Television News** (Ziff-Davis), 185 N. Wabash Ave., Chicago 1. (M-25) Technical and semi-technical articles dealing with radio and television engineering, research, electronics. Constructional articles for amateur radio men and servicemen. Diagram need only be in pencil. Good photos. No fiction or poetry; no publicity "puffs." Any unusual application articles on electronics, 100-2000 also considered. 3c-5c, including photos. Gag cartoons, \$5 Oliver Reed.

**Science Digest**, 200 E. Ontario St., Chicago 11. (M-25) Articles on popular science, to 2000; science features. G. B. Clementson. 21/5-31/5c. Acc.

**Science & Mechanics**, 450 E. Ohio St., Chicago 11. (BI-M-20) How to do it or how to make it articles with scientific, mechanical or hobby slant. Work on query and assignment basis only. Don Dinwiddie. Varying rates. Acc.

**Scientific American**, 24 W. 40th St., New York 18. (M-35) Market closed to free-lance Mss.

#### SPORTS (COMPETITIVE)—RACING—HORSES

**All American Athlete**, 922 Hoe Ave., New York. (M) Factual sports articles, 375-1500. Michael Pawlyshyn. 11/5c. Pub. (No report for 1950.)

**Baseball Magazine**, The, 175 Fifth Ave., New York. (M-20) Baseball articles. Clifford Bloodgood. 1/5c. Pub.

**Golf & Sportsman**, 422 S. 6th St., Minneapolis 15. (M-20) Short stories to 2000; articles to 2500; fillers, 600; cartoons, spectator and participant sports, golf. Margaret Bushnell. 1c. Pub. (No report for 1950.)

**Horse Lover**, The, P. O. Box 1432, Richmond, Calif. (6 times a year.) Articles on riding, dude ranches, breeding, 1500-1500. P. Hartford. To printed inch. Pub.

**National Bowlers Journal and Billiard Revue**, 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, lawn bowling; short stories; photos; news items; car-

toons. Business articles on bowling operators. N. Bleecker Green. 2c. Pub.

**Race Review** (Thoroughbred Guild), 2121 Gravois Blvd., St. Louis 4, Mo. (M-35) Articles on fundamental and advanced handicapping, selection methods with workouts of results, racing personalities, turf topics, to 2300. R. D. Wassall. 1c. Pub. (No report for 1950.)

**Rider and Driver**, The, 17 E. 42nd St., New York 17. (M-50) Articles on horses, racing, etc. Samuel Walter Taylor. Good rates. Pub.

**Scholastic Coach**, 7 E. 12th St., New York. (M-25) Articles on the coaching and playing of high school and college sports. Herman Masin. 1c. Pub.

**Sport**, 205 E. 42nd St., New York. (M-25) Personality or controversial articles in spectator sports world; short items for Sports'k column. Ernest V. Heyn. Fair rates, Acc.

**Sporting News**, The, 2018 Washington St., St. Louis. (W-20) Deals exclusively in sports, with heaviest emphasis on organized baseball, 1000-1500. Query. Pub.

**Sport Life**, 350 5th Ave., New York. (M-25) Personality yarns, articles on major sports 2000-10,000. Bruce Jacobs. 5c. Acc.

**Tennis Amateur & Professional**, P. O. Box 877, Greenwich, Conn. Articles, fiction, anecdotes, sidelights on tennis players and personalities, of interest to tennis players. 1c. (No report for 1950.)

**Turf and Sport Digest**, 511 Oakland, Baltimore 12, Md. (M-35) Short stories 3500-5000 with racing background. Articles 2500-4000 on racing, biographies of racing people, methods of system play, personal experiences at the races. Photos (kodachrome cover and photos of thoroughbred racing); crossword puzzles. Raleigh S. Burroughs. 1c. Pub. Photos \$3-36; puzzles, \$5.

#### THEATRICAL—MOTION PICTURE—RADIO "FAN" MAGAZINES

(See also Picture Magazines)

**Billboard**, The, 2160 Patterson St., Cincinnati, O. (W-25) Amusement trade news on assignment only. William Sochs. Space rates. Pub.

**Boxoffice**, 825 Van Brunt Blvd., Kansas City 1, Mo. (W) National film weekly with correspondents in principal cities covering news of motion picture industry, theatres and their personnel, legislation affecting motion pictures, construction news, etc. Photographically illustrated features dealing with various phases of theatre management. Nathan Cohen. Rate not stated.

**Greater Show World**, 1472 Broadway, Room 302, New York 18. (M-20) Articles, short stories, novellies, fillers, on show people, theatrical business. Johnny J. Kline. 1/5c. Pub.

**Modern Screen** (Dell), 261 5th Ave., New York. (M-15) Movie fan personally, general articles 1500-2000; fillers, news items. C. D. Saxon and D. L. Horner. Varying rates.

**Modern Theatre**, The, 825 Brunt Blvd., Kansas City 1, Mo. (M section of Boxoffice). Articles on theatre design, construction, maintenance; photos for illustration; carpeting, seating, decoration, confections, merchandising features, of interest to theatre owners. Kenneth Hudnall. Rate not stated.

**Motion Picture Magazine** (Fawcett), 67 W. 44 St., New York. (M-10) Sharp-y-angled stories on established stars, occasional introductory shorts on outstanding newcomers, 1000. Maxwell Hamilton. Liberal rates, Acc.

**Movieland Magazine** (Hillman), 916 N. La Cienega, Los Angeles. (M-25) Articles on movie personalities and all aspects of movie industry, anecdotes, photos. Dorothea Lee McEvoy. About 5c. Acc.

**Movie Story Magazine** (Fawcett), 67 W. 44 St., New York 18. (M-15) Fictionizations of current motion pictures on assignment only. Dorothy Hosking.

**New Stars Over Hollywood** (D. S. Pub. Co.), 30 Rockefeller Plaza, New York 20. (BI-M) Well-angled feature articles on new stars, 2000-2500. Francigene Sheridan. 3c-5c. Acc.

**Photoplay-Movie Mirror** (Macfadden), 205 E. 42nd St., New York 17. (M-15) Motion picture articles and smash news stories; serials; fillers. Adele Fletcher. Good rates, Acc.

**Radio Mirror** (Macfadden), 205 E. 42nd St., New York. (M-15) Radio fan stories, 3000-5000. Doris McFerran. \$150

... as much or as little COLLABORATION and REWRITING as your book or idea may require. Edited, arranged, typed on good bond with one carbon, ready for market. Most attractive rates . . .

**R. K. SHIPLEY**

2979 Frankford Avenue Phila., 34, Pa.

#### SHORT STORY WRITING SIMPLIFIED

For busy people with a Want-To-Write yearning. Price \$5.00 for complete ALL-IN-ONE Course.

**R. W. CADMUS**

3817 San Pedro Tampa 9, Florida

**AUTHORS' EDITIONS**  
to your specifications. Inquire

**THE BIG MOUNTAIN PRESS**  
2686 S. York Denver, Colo.

Author & Journalist

# WHAT THE EDITORS WANT NOW

A new magazine entitled *Story-A-Day* will be published in December from an editorial address at 157 Newbury St., Boston 16. The magazine will be a weekly and will contain seven short stories in each issue. It is expected that the stories will be read by young children and their parents together. The editorial announcement says, "These stories will be planned for children from three or four to seven years of age inclusive; will present a worthwhile thought in the form of a little plot, an idea to remember pleasantly and think about; will be expressed with the simple charm possible to

up, according to merit, Acc. (No unsolicited mss. read. Query first.)

**Screenland**, 37 W. 57th St., New York 19. (M-15) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

**Screen Stories** (Dell), 261 5th Ave., New York. (M-15) Fictionization of picture plays by assignment. E. H. Van Horne. Rates by arrangement.

**Silver Screen**, 37 W. 57th St., New York, 19. (M-15) Fan material about movie stars and pictures. Lester C. Grady. First-class rates, Pub.

**Studio Stars** (Howland), 415 Lexington Ave., New York 17. Query for features on movie personalities. Jack Goldstein. Good rates, Acc.

**Theatre Arts**, 130 W. 56th St., New York 10. (M-15) Articles on theatrical and associated arts, 500-2500; news items; photos; drawings. Pub.

**Variety**, 154 W. 46th St., New York 19. (W-25) Theatrical trade paper: articles, news, reviews, staff-written. Sid Silverman. Abel Green. Space rates.

**Video Magazine**, 800 N. Clark St., Chicago. (M-25) Personality articles, timely news items and fillers, on TV; photos. Norman Reissman. 12c, Acc.

## TRAVEL—MOTORING

**Holiday** (Curtis) Independence Sq., Philadelphia 3. (M-50) Travel and recreational articles, 3500; photos. Rate varies with value of material. Mainly on assignment. Some fiction. Ted Patrick.

**Motels & Courts**, Box 1551, Glendale, Calif. News of motels and courts and travel articles, to 1500, pix. First issue in July, 1c, Acc; photos, \$1 up. Jean Jacques. (Overstocked; query first.)

**Trail-R-News**, Box 1551, Glendale 4, Calif. (M-10) Illustrated travel articles not in excess of 1000 with trailer-coach background. Internationally distributed. No verse. Jean Jacques. 1c up, Acc; photos, 50c up. (Overstocked; query first.)

**Travel** (Travel Magazine, Inc.), 115 W. 45th St., New York 19. (M-40) Illustrated, factual travel, exploration, adventure articles, preferably written from personal experience, 2000-3500; no poetry or fiction; query unnecessary unless in doubt. Malcolm Davis. 1c-2c, Acc.

**Trailways Magazine**, 135 So. LaSalle St., Chicago 3. (Q-\$1.00 per year) Articles 1500-2000 on locations in the U.S. served by National Trailways Bus System, with 8x10 photos. Holder M. Collier, general manager. Up to \$50 for articles. Acc., \$5 for photos. Pub., \$100, Pub., for 4x5 vertical color transparencies for cover.

## NEW WRITER'S MARKET GUIDE HELPS YOU SELL

Just off the press!—this WRITER'S GUIDE TO MARKETING is most up-to-date available. Contains over 2,500 markets for Filler Material, Articles, Short Stories and Short Shorts. Tells which publications offer best possible markets for your style of writing and subject material. Gives addresses of publications, names of editors, etc. May mean checks for you instead of rejection slips! Supply limited! So don't delay! Send only \$1.50 for your copy today!

## COMFORT WRITER'S SERVICE

200 S. 7th St. Dept. 8-N St. Louis 2, Mo

stories for this age group."

Lucile Gulliver will be editor. Stories may be on any appropriate subject matter; stories may be based on reality or unreality; characters may be either human, animal, material, etc. Length should be about 1200 words. Payment upon acceptance will be \$150 to \$250 per story; all rights will be purchased, but upon request book rights will be assigned to the author.

—A&J—

Fawcett Gold Medal Books, edited by Jim Bishop, 67 W. 44th St., New York 18, has again sent out a request for suitable book material. In addition, a new method of payment has been announced which will be of particular interest to authors: payment will be made upon *print order*, not upon *sales*, at the rate of one cent per copy for the first 200,000 (the minimum upon acceptance of a manuscript); all over 200,000 will be paid for immediately upon print order at the rate of one and one-half cents per copy.

Immediate needs are for good westerns, fast-moving mysteries, good war novels, time-

## WRITERS!

MANUSCRIPTS, NOVELS, PLAYS PROFESSIONALLY EDITED AND TYPED on 20 lb. bond, free white carbon

60c per 1000 words

ADELINE M. ALVORD APPROVES AND USES MY SERVICE.

NAN M. EGGLESTON

716 N. Alta Vista, Hollywood 46, Calif., WE 3—4327

## "SPLENDID!" Says Leading New York Publisher of Tooker Assignment Two of My Ghosted Books Have Sold Over 10,000 Copies Now A COMPLETE SERVICE

Outstanding Ghosting; Competent, Sympathetic Revision; Creative Criticism; Sales Offer in Cooperation with New York Agents.

More than Twenty Years' Experience as Magazine editor, successful free lance, critic and publisher. Author of "The Day of the Brown Horde" and numerous other books, short stories, articles, own and collaborative.

Consideration Reading \$1.00 each for short stories. Covers sales offer if salable, brief criticism, or suggestion of further work, separate fee to be arranged. Books \$5.

My technical books "Writing for a Living" (cloth 207 pages) \$2.50; "How to Publish Profitably" (paper) \$1.00; "Atomic Short Story Technique" (paper) \$1.00.

**RICHARD TOOKER**

P.O. Box 148

Phoenix, Ariz.

ly non-fiction for a mass audience. "We will buy and publish any good manuscript we believe several hundred thousand or millions of people will pay 25 cents for," says Mr. Bishop.

A&J

A magazine devoted exclusively to the quality short story has been announced by David Burnett, son of Martha Foley and Whit Burnett, the founders of *Story* magazine. The new magazine will be called *New-Story*, and the editorial address is 29 Place Dauphine, Paris 1, France.

A&J

Published in weekly tabloid size, a new free-lance market is *United American Spokesman*, 2323 W. 11th St., Los Angeles. John E. Stow is editor. The magazine features the activities, cultures, and achievements of the minority groups in America. The material does not concern itself with overcoming race prejudice directly, but shows the achievements of these minorities. Photos and copy have a proportion of about 50-50 in the magazine. In addition to articles of any length about achievements of minority persons, the need is for material on the "old countries" of the various peoples, recipes of all nations, and various fillers. Payment

is 1 cent for articles, \$1 for recipes and fillers, and \$3 for photos. Rates are somewhat higher for good picture stories and for front-page material on an outstanding personality of a minority group.

-A&J-

**Correction:** In his Radio-Video Markets column in the May issue of *A&J*, Paul Rafael included, in error, among the program departments needing series ideas for inexpensive shows, the name of Mr. Cran Chamberlin, Program Dept., Columbia Broadcasting Co., 6121 Hollywood Blvd., Hollywood 28. Mr. Chamberlin informs us that his department is not accepting program ideas except as such ideas are outlined in person or through a recognized talent agency.

A&J

"We have a swell Three-I baseball league of which I am a steady fan. While in Des Moines in May I talked to a couple of friends about having a Three-I Writers' League—a sort of cornbelt round table for farm and business writers who are making a living at it. I would be glad to hear from such people in Indiana, Illinois, and Iowa."

—David I. Day, Dale, Ind.

A&J

A large, new market seems indicated by announcement that a new magazine will start publication in September under the name *Here's HOW: The Magazine of Money Making Ideas*. Raymond E. Brandell, publisher, informs us that he is "in need of a great deal of material."

The magazine will be published by How Publishing Co., 1512 Jarvis Ave., Chicago 26. The firm is a subsidiary of the Warner Electric Co., same address.

The magazine will be slanted to "people who want to improve their minds, their education, or their status in life. It will be read by those who yearn for the feeling of personal independence. It will be factual



#### POETRY BOOKS (cloth) \$129.50

Have your books published not just printed. There is a difference. Novels by special arrangement Misc. Books. 10,000 book accts. Ref. Dunn & Bradstreet. 6 weeks delivery on small books.

#### THE STORY BOOK PRESS

1435 Second Ave.

Dallas 10, Texas

**POETS:** Send self-addressed stamped envelope for PRIZE PROGRAM; Quarterly prizes \$25; Poetry Book Contest, etc. You will receive also description of HELP YOURSELF HAND-BOOKS (\$1 each) containing 999 PLACES TO SEND POEMS.

**KALEIDOGGRAPH, A National Magazine of Poetry**  
(Published monthly since May, 1929; 25c a copy, \$2 a year)

624 N. Vernon Ave.

Dallas 8, Texas

## "ZEST"

**WANTS WRITERS.**

"ZEST," THE SPARKLING SUBSCRIBER-WRITTEN MONTHLY,  
BUYS SHORT-STORIES, ARTICLES, ESSAYS, ANECDOTES, HUMOR &  
VERSE REGULARLY, WRITING CONTESTS EVERY ISSUE!  
SEND 10¢(COIN) FOR SAMPLE COPY.

P.O. BOX 147  
BELLMORE, N.Y.

**American SUCCESS AIDS**

and inspirational. It will be brass tacky on all the how-tos that may enter a person's mind."

Need is for feature material from 1000 to 2500 words, with or without photos. How-to articles should include rough sketches or diagrams when required. Filler material with a profit angle, any length, is also desired; also, cartoons in line with the editorial slant. Material needs to fulfil the advertising slogan: "Helps You Get Ahead by Telling How!" How to make things for profit, how to establish personal-service businesses, success stories, inspirational articles, self-help ideas, are all specifically mentioned by Mr. Brandell.

Report will be within two weeks. Payment is at 3 cents per word and up, photos with captions \$4 and up. Payment will be ten days after acceptance.

— A&J —

Beginning with the October issue, *Christian Life*, 434 So. Wabash Ave., Chicago 5, will feature a "Blue Ribbon" story every other month. A bonus of \$25 over regular rates will be paid for each honor story. The award may be given to regular short stories (regular rate, 1½ cents per word) or to short shorts (regular rate, \$25). The magazine is slanted for evangelical Christians and wants stories built around adult Christian problems resolved by character action. Short stories, 2000-3000 words; short shorts, 900-1200 words.

— A&J —

Following are some points of view developing in New York these days:

The Federal Trade Commission has been making a survey of the pulp reprint situation. It is learning that pulp sales have dropped as much as 40% and reprints, in order to lower editorial costs with some payments to authors, have been judged by many to be better than dropping magazines entirely. Some labeling will probably be decided upon so that readers can distinguish between the new and reprinted materials more easily than at present. The publishers of the pulp magazines seem, on the whole, to be very cooperative and sincere in their desire to face competition and yet to protect the author as much as they can in the present situation. They apparently view this situation as being one of hanging together or hanging separately.

Editors of magazines will keep their eyes

### GHOSTWRITER

Twenty years experience in mending writing for marketing. I do not tell what to do. I do it for you. Reference women's Who's Who. Correspondence requires return postage.

NATALIE NEWELL

2964 Aviation, A.J.

Miami 33, Florida

closely on sales this summer. Guesses are few. Walter Winchell, who is biased in favor of radio against television, says that television won't hurt anything. Others feel Winchell is whistling in the dark after the demonstrated appeal of his voice and pen. Pen appeal seems to have suffered from both radio and TV; the big exception is the appeal of the short work, which seems to be holding its own well as yet. No doubt the condensation consciousness sponsored by such magazines as *Readers' Digest* has brought about this public taste. One author put it, "I'd rather have a trunk load of shorts than longs." The author who packs much in a few words seems in more demand than the long-winded writer just at this time.

In the publishing field, best sellers today aren't selling at such a high usual sales figure as formerly; direct mail sales in books of all types have dropped off 50%; remainder sales of books have also dropped from 10 cents to under 5 cents. Simon and Schuster has experimented this past spring with putting their leading titles in \$1.00 paper-bound format as well as the more expensive and usual cloth form. Some publishers feel that the regular "popular" book of fiction and non-fiction must be under 50,000 words and sell for \$1.00. This may work an additional hardship to publishers and booksellers, if this feeling becomes actuality.

There is agreement in editorial circles on this: "Original material is still selling." Routine stories have a more difficult time of it now;

## STOP GAMBLING on literary help

Send for the 44-page booklet, "THE TRUTH ABOUT LITERARY ASSISTANCE," which is free on request. It gives details of how the D'Orsay Service works with writers, and contains vital information not obtainable elsewhere, designed to protect your pocketbook. It describes, too, the CRITICISM AND SALES SERVICE, which you should investigate if you really want to learn the "tricks of the trade" so necessary to success. The terms are surprisingly low and convenient.

### GHOST WRITING . . . RESEARCH . . . REVISION CRITICISM AND SALES SERVICE TERMS:

\$3.00 for each manuscript not exceeding 2,000 words; and seventy-five cents for each additional thousand words (or fraction) thereafter. Thus, a manuscript of 6,000 words will take a fee of \$6.00. Brief "fillers" of not over a hundred words each, whether poems, jokes, or informative paragraphs may be sent in groups of six for the minimum fee of \$3.00. The fee for "short-short stories" of a thousand words or so is \$3.00 each.

### SPECIAL TERMS FOR LONG MANUSCRIPTS:

Manuscripts of 25,000 to 35,000 words	\$20.00
35,000 to 50,000 words	\$25.00
50,000 to 75,000 words	\$30.00
75,000 to 100,000 words	\$35.00
10,000 to 125,000 words	\$40.00
Over 125,000 words	\$50.00

The fees given above are inclusive. There is no further charge of any kind except, of course, the 10% commission charged on sales.

### OUR NATIONALLY ADVERTISED KIT—Price \$5.00 BOOKS AVAILABLE BY LAURENCE D'ORSAY

"The Profit In Writing" (\$4.00); "Writing Novels to Sell" (\$3.50); "Landing the Editors' Checks" (\$4.00); "Stories You Can Sell" (\$4.00); "Mistress of Spears" (\$3.50), etc.

KENNETH E. D'ORSAY

TOPANGA 2, CALIFORNIA



an author is being advised to take longer to do an original yarn than to write several routine stories.

Fiction showing the problem of making money has been selling better, generally, than stories showing the problems of love. An editor recently asked an author to change a hero who had a money problem, from an artist to an office worker. A story of an overdrawn checking account sold quickly. A story which featured a title about a cheating wife wasn't about sex but about holding out on the household allowance for a hobby. Editors seem conscious of money today in the human struggle.

-A&J-

*Bunting's Hardware Store Magazine*, North Chicago, Ill., is a new specialist magazine which desires various fiction and non-fiction. Stories of 1000 to 2000 words are desired in the adventure, romantic, and

#### A LOW COST PUBLISHING SERVICE For Authors

We print, publish and distribute your manuscripts in book and pamphlet format. Send for Bulletin 6  
**THE WILLIAM-FREDERICK PRESS**  
Pamphlet Distributing Co., Inc.  
313 West 35th St. New York 1, N. Y.

#### MANUSCRIPT DOCTOR

for your ailing brainchild. Personalized treatment my specialty.

**E. BRANDEN**

222 West 77th St., New York 24, N. Y.

#### WRITE FOR BIG MONEY— TELEVISION!

New, big 1950 SPECIALIZED ONE LESSON COURSE in TELEVISION, by Will Heideman, shows you all you need to know about writing television shows and selling them. How to pick the best type of material, how to write it up, with sample of script and big market list. SPECIAL INTRODUCTORY PRICE—ONLY \$1.00! Don't delay. Save money by sending your order TODAY to

**J. C. SLOAN, Publishers' Agent**

P.O. Box 1008, Dept. A

Glendale, Calif.

#### "ADVENTURES IN FREE-LANCE NEWSPAPER FEATURE WRITING"

The author of this 15,000-word booklet has had some success in putting his hobbies of writing and photography to work for pay, and recounts his experiences to show how YOU may do the same thing. "Extremely interesting and helpful," says managing editor of A&J. It will be sent postpaid for \$1.00.

**Holden \* Bookseller \* Germantown 3, Tenn.**

#### LITERARY CONSULTANTS

- The Solution To Your Writing Problems.
- \* Specific detailed analysis and criticism
- \* Marketing guidance: Stories, Articles, Books
- \* Sales through an established literary agent
- \* Special attention to the new writer

Write today for free brochure and rates

**LITERARY CONSULTANTS**

31 West Tenth St.

New York 11

mystery types; non-fiction requirements are 100 to 300 word articles on household hints and other help to housewives, anecdotes, quizzes, games. N. J. Pope is editor. The rate of payment is 1 cent per word, and rights will be released to authors.

-A&J-

*The Country Christian* is a new religious magazine edited by Rev. Harvey N. Chinn, Wabash, Ind. Needs are for stories and articles approximately 2000 words in length. Stories should be slanted to the rural Christian reader; articles are usually write-ups of unusual or outstanding rural churches, rural community projects, etc. The magazine is non-denominational and progressive. Occasional poetry is used. Payment is 1 cent for prose and 10 cents per line for poetry.

-A&J-

Trade News and Feature Service, P. O. Box 371, La Porte, Ind., pays 1 cent a word for material in various fields of trade journal writing. Details may be secured from Robert E. Berk, manager.

-A&J-

*The Grocer's Digest*, independent food store magazine, 308 W. Washington St., Chicago 6, Ill., in addition to its need for articles of 750 to 1500 words about independent food stores and merchandising techniques, is interested in receiving short featurettes (300-500 words) about a single phase of a store's operation—an advertising or publicity stunt, employee relations, a special department, etc. Featurettes must be accompanied by at least one photograph. Rates are the same as for regular articles: 1½¢ per word; photographs and other illustrations \$1.00 each and up.

-A&J-

To the chain of pulps from Columbia Publications, 241 Church St., New York 13, have been added two titles:

*Future, combined with Science Fiction Stories* desires adult science fiction stories of all types, stories to 5000 words and novelettes 8000 to 12,000 words. Robert W. Lowndes is editor, and the pay is 1 cent, on acceptance.

Robert W. Lowndes also is editor of *Sports Winners*, a quarterly using stories, 1500-5000, and novelettes, 7000-9000, on all types of sports.

"I value your criticism and feel that I'd like to be able to send you other manuscripts. I sold a story before completing your series of discussions," says Mary Evans Andrews to

**ADELE M. RIES**

7338 W. Everell Ave.

Chicago 31, Illinois

Write today for details of her coaching by correspondence and manuscript criticism of juvenile fiction.

Author & Journalist



Weekly News Feature Service, P.O. Box 225, Peapack, N. J., is soliciting submissions of stories from student and beginning writers. \$5 is offered for exclusive use of stories of 450 to 500 words; "the stories should be based on fact, if possible, but fiction, if credible, will receive equal consideration."

-A&J-

Cavalier Syndicate, Inc., 670 Lexington Ave., New York 22, has been organized to serve the weekly newspaper field and is in the market for serialized fiction. Installments should not exceed 600 words, and stories may run from 4 to 8 installments. Slant is for family consumption. Payment on acceptance begins at \$50. Glenn D. Kittler is editor.

-A&J-

John D. Standard News Service, P. O. Drawer 1566, Chattanooga, 1, Tenn., which this year celebrates its 20th Anniversary, invites correspondence from *serious* trade journal writers who will accept small assignments on a straight fee basis to secure "background data" on topics assigned. "This work does not require the writing of articles . . . all we want are accurate answers to a list of 2-5 questions, and it should not take more than 10-20 minutes to secure such data," states John D. Standard, Executive Editor. "Payment for this work will never be less than \$2 or more than \$5. All correspondence should (1) state experience, if any, (2) enclose at least one tear sheet of something published in 1950, (3) give home address and phone number and (4) contain No. 10 stamped envelope (to be had at any post office for 4c) for our reply. Inexperienced and new trade journal writers will be given an opportunity to work with us . . . groups of assignments can be sent to the experienced writer who will take time to show proof (in the form of tear sheets) of his ability. Please, no post cards."

-A&J-

"During the next year we expect to publish at least 100 books if we can find what we want. We are specially interested in metaphysics of an authentic nature—no fantasy or wild imagination. Fiction 30,000 words up, but it must be of a worthwhile nature. We will use anything if it has significance and is unusual. We have a good

## TYPING THE COPY CAT

Electric Typewriter 25 years experience  
Manuscripts 40c per thousand words. Poetry 1c per line. Minor corrections in grammar, punctuation, spelling, etc., if desired. One carbon copy and extra first page free. Plus postage, please.

Long-established Stenographic Service  
Bertha Treben Comstock Jerome, Idaho  
P. O. Box 1166

# HOW TO GET YOUR BOOK PUBLISHED . . .

The basic policy of this firm is to encourage new, unknown writers. But we are also pleased to lend our imprint to the books of established authors who find it difficult to place their current work.

## FREE BOOKLET

If you are looking for a publisher of your book (or pamphlet), learn how we can help you. Write today for Free Booklet BB.

## VANTAGE PRESS, INC.

35 So. William St., New York 4

"The future belongs to those who prepare for it now."

## MAREN ELWOOD

Author's representative, literary collaborator, Author of the current non-fiction best seller, *CHARACTERS MAKE YOUR STORY* (Houghton Mifflin,) Book-of-the-Month Club recommendation; *WRITE THE SHORT SHORT* (The Writer, Inc.), and her latest book, *111 DON'TS FOR WRITERS*, published by Gehrett-Truett-Hall.

## Professional Training For Writers

Fiction  
Radio  
English  
Journalism  
How to Study  
Public Speaking  
Humor & Gag Writing  
Prob. of the Prof. Writer  
Mystery & Detective  
Article & Feature  
Advertising  
Newspaper  
Publicity  
Juvenile  
Screen

(Approved for Veterans;  
also non-quota Foreign Students)  
Established 1923

Study by mail. Studio lectures. Individual manuscript criticism . . . Personal, directed writing. For information write:

## MAREN ELWOOD, Agent

4949 Hollywood Blvd. Hollywood 27, California

reading staff and will make reports promptly." Alban Emley, editor of House-Warven, publishers, 5228 Hollywood Blvd., Hollywood 27.

— A&J —

The new digest-size illustrated "problem" magazine announced in these columns in May has been given the title *Speaking Frankly* instead of *It Happened to Me*. The first issue will be out about Labor Day. The editors say that current requirements are filled and suggest that writers do not submit until after appearance of the first issue. The magazine, with Lawrence C. Goldsmith as editor, is published by Modern Living Council, a part of the Al Capp organization, 17 E. 45th St., New York 17.

— A&J —

Hazel L. Berge, editor of *Modern Romances*, announces that the magazine is expanding its Modern Family article section under the editorial supervision of Jhan and June Robbins. Needs are for articles of value and interest to a young husband and

wife with children under the age of seven years. This includes such fields as marital relations, health, child care, behavior problems, homemaking, etc. Each issue will contain one long feature that may run as much as 3500 words. Other lengths from 450 to 1500 words. Payment will be on acceptance at 4 cents per word. Queries on ideas are welcome. Address: 261 5th Ave., New York 16.

— A&J —

Mrs. Helen Valentine, recently made editor of *Charm Magazine*, indicates that the desires are for articles and short stories of interest to women who work, and that material of any length will be considered.

— A&J —

*New England Review* is a new literary quarterly, edited by Herbert Martey at Box 316, Storrs, Conn. The market is for short stories, poetry, and literary articles of quality; a section will be devoted to literary explication. No payment is promised.

## TIPS FROM OUR READERS

### RETENTION OF IDEAS

BLANCHE WEIDMULLER

An idea for a story came into your mind. You remember that you thought it was an excellent idea but you cannot recall the idea itself. The more you ponder upon it the more provoked you become. It should be in your mind or somewhere. You accuse the gremlins that follow writers about of hiding your bright thoughts for the sheer joy of tormenting you.

It happened to me so often I decided to do something to circumvent this loss of story material. Carrying a medium size notebook and jotting on sales slips didn't work too well, although a few seeds were garnered this way. Too many ideas were lost because this is an age of matching accessories and the proper bag or purse must be carried with certain costumes to be well groomed.

Something definite had to be done to save precious gems of thought for future use. I

took a firm stand and made a simple plan which I have followed religiously. I alternate between six bags and purses. I bought nine of the smallest note books I could find at the dime store and gathered up as many short pencils. One notebook and one pencil went into each pocketbook, one of each for the porch and bedside tables, and one was fastened to the wall above the kitchen work table with a pencil hanging alongside it.

The system works like a charm. Whenever I return home, I make a point of removing a page containing a memo and putting it on a spindle on my desk. I am not apt to forget doing this because I have a habit of dropping my purse on the desk. And if I should neglect my little ritual for a time, the idea will be available when I recall I had an idea. It will be lying patiently in the purse although its substance may have evaporated from my mind.

The notebook is always returned to the

### MANUSCRIPT TYPING

First Aid to Writers  
Fast — Accurate — Near  
50c per 1000 Words  
Minor Corrections  
One Carbon if desired

MAUDE B. TABER

R. D. 3

Amsterdam, N. Y.



Free brochure,  
"We Can Publish Your Book"  
tells how we have published  
over 300 new authors.  
Write for free copy.  
EXPOSITION PRESS, Dept. AJ-8  
251 Fourth Ave., N. Y. 10, N. Y.

purse as soon as a page is torn out. The ones on the tables and on the wall are never removed from their allotted places. Checking them for notes and removing the pages to the spindle has been incorporated into my "tidy-up" routine of the house and I am just as meticulous about it as the emptying of the ash trays and the dusting.

Does this sound like a lot of fussy work? The time expended is really momentary. The fact that your mind need no longer be harassed trying to capture vanished plots surely makes worthwhile the few moments needed to make a notation to be jabbled on a spindle. Knowing you have a notebook handy, you learn to look deliberately for ideas along with the ones that pop up unexpectedly.

Male writers can use this system to advantage, also. They can carry a tiny notebook in the pocket of each coat or shirt along with the pen or pencil they usually clip to these pockets. A small pad and pencil can be laid on the shelf in the bathroom. The stream of consciousness is generally pretty active while a man shaves!

The system, of course, is flexible. The individual arranges it to suit his own particular needs. The thing is to have notebooks in all strategic places and to respect them as essential adjuncts to writing.

- A & J -

## NEW BOOKS

*Where to Sell Magazine Articles* by Winston Allard and Emily C. Lin. Brown, \$2.50.

Allard and Lin have compiled a list of nearly 1400 magazine markets for non-fiction. The book is extremely fine for its completeness; but the unique and truly valuable quality of the book is the system of classification whereby a writer can follow index guides to the markets for any subject on which he has material. Leafing through the classifications provides a stimulating guide to the tremendous variety of opportunities for writing for American magazines.

A. S.

## NEED WE SAY MORE?

A client writes: "You are the first agent—whom I ever did anything constructive for me. All other agents went off on a tangent with beautiful theories none of which were practical." (name on request)

**Novels — Short Stories — Articles — Plays**  
Write for Television and Radio—Plays read by Broadway producers.

**ANALYSIS — CRITICISM — GUIDANCE**  
**REPRESENTATION**

Reading fees: \$2.00 up to 5000 words; over 5000 and up to 10,000, 50c per thousand; 10,000 to 40,000, \$7.00; full length novels & plays, \$10.00. Manuscripts typed, 20c per page. Return postage with each ms. please. Send for FREE BOOKLET, "To The New Writer."

**NEW YORK LITERARY AGENCY**  
910 Riverside Drive New York 32, N. Y.

## Prize Contests

The Harper \$10,000 Prize Novel Contest is again open. The contest, held each two years, will close on June 1, 1951. To the author of the winning novel manuscript, Harper and Brothers will pay the sum of \$10,000, divided as follows: \$2,000 as an outright prize, independent of royalties, and \$8,000 as a minimum guarantee of royalties to be paid six months after publication. Experienced or new authors are entitled to compete in the contest. No entry form is needed, but each manuscript submitted in the contest must be accompanied by a letter from the author stating that the manuscript is entered in the contest and has not

## Folksongs on Records

Issue 3, Summer 1950, 118 pp., \$2

Lists and criticizes 4000 traditional folksongs on phonograph records by various makers.

For table of contents and descriptive folder, write

ALAN SWALLOW, Publisher

2679 South York Denver 10, Colorado

### REMEMBER THE NAME

#### MILDRED I. REID'S WRITERS' COLONY

For a profitable vacation in N.H. with priv. instr. room, meals. REMEMBER MY NEW NOVEL—"The Devil's Handmaidens" for proof that I can practice what I teach by mail.

#### MY SEVEN BOOKS

- |   |        |
|---|--------|
| 1—Writers: Here's How! (Basic Technique) .....            | \$1.00 |
| 2—Writers: Help Yourselves! (Formulas) .....              | 2.50   |
| 3—Writers: Let's Plot! (Plots for everything) .....       | 2.50   |
| 4—Writers: Make It Sell! (Advance Technique) .....        | 3.00   |
| 5—Writers: Try Short Shorts (8 types explained) .....     | 3.00   |
| 6—Writers: Learn To Earn! (New approach to writing) ..... | 2.50   |
| 7—The Devil's Handmaidens (Life and love in 1692) .....   | 3.00   |

MILDRED I. REID, Contocook, New Hampshire

## ARE YOU A SELLING WRITER?

If not, my **Coaching Plan** will get you started. Cost low and results thrillingly satisfactory. Write for info and **free talent quiz**. My book, **MODERN WRITERS**, now selling for \$3.00.

### MARY KAY TENNISON

Agent & Counsellor  
Room 724, Ninth and Hill Street Bldg.,  
Los Angeles — Vandike 4561

## NON-PROFESSIONAL WRITERS



whose stories are not selling need editorial revision of their scripts. Twenty years' editorial experience qualifies me to give expert assistance with short stories and novels. I am helping other writers make sales—I can help YOU make sales!

**EXTREMELY MODERATE RATES**  
**FREE READING AND REPORT**  
on one short story if you mention Author & Journalist. Special courses in Writing Short Stories—Writing for the Juvenile Magazines—and Writing Articles.

**MAITLAND LEROY OSBORNE**  
LITERARY CONSULTANT

23-A Green Street

Wollaston 70, Mass.

been published in book form. Manuscripts and letters about the contest should be addressed: Harper Prize Novel Contest, Harper & Brothers, 49 E. 33rd St., New York 16.

—A&J—

The Bruce Fiction Fellowships, The Bruce Publishing Co., 400 N. Broadway, Milwaukee 1, Wis., are again available. Closing date is Dec. 31. The stipend for each fellowship granted is \$1,800, of which \$800 is an outright award and \$1,000 an advance against royalties. Application must be made on blanks supplied by the publishing firm.

—A&J—

Choreographers' Workshop, 471 Park Ave., New York 22, announces a Ballet Scenario Contest. \$100, with a future production in view, will be awarded the best scenario for a ballet. Manuscripts are to be written in narrative prose of not more than three double-spaced pages. The contest closes Sept. 15. Further details may be secured from the sponsor.

—A&J—

*Intro Magazine* is a new quarterly edited and published by Louis Brigante, P. O. Box 860, Grand Central Sta., New York 17. Mr. Brigante informs us, "Our main objective is to present the creative efforts of unknowns whose quality of work we consider worthy of recognition." Need is for quality stories to 5,000, poems, and critical essays on literature, art, music and quality films. A token payment of \$5 is made on publication: the publishers hope to increase this rate as the magazine becomes established.



Thousands of people today have a secret yearning to write. But these would-be writers divide themselves into two classes—those who *do something about it* and those who just go on dreaming.

Christian Writers Institute serves the "doers." Hundreds of students who were formerly in the "dreamers" section are now receiving regular checks from pleased editors, plus the thrill of a new means of Christian service. You can become one of these trained Christian writers through CWT's easy home-study courses. Write for FREE sample lesson today. No obligation to you.

Write Dept. AJ-80

**CHRISTIAN WRITERS INSTITUTE**  
434 South Wabash, Chicago 5, Illinois

## PERMISSIONS

(Continued from page 10)

Each of these has somewhat different problems from the others, and differences will be encountered within each group. In compiling this information, we have drawn upon personal experience and have also secured many statements, too many to quote all in this brief article.

*Newspapers.* Newspapers commonly consider that they own all rights to the material they publish, unless that material is privately copyrighted. Permissions are frequently granted without reprint fees. J. Loy Maloney, editor of *Chicago Tribune*, informed us that the paper is glad to grant permission provided the permission does not infringe upon privately held copyrights and the customary credit is given the author and the *Tribune*; there is an exception if the material is to be used for advertising purposes. "There is no charge. We cannot give blanket permission but must know what material you wish to use." Similarly, Dale Stafford, managing editor of the *Detroit Free Press*: "Normally the *Free Press* does not charge for permission to quote from the newspaper. However, we do like to know what the quote is going to be used for."

Isabelle Sloane, editorial secretary, reports for the *New York Times*: "We have no objection to anyone reprinting our material for use in regularly issued publications or in books and there is no charge for such use of our material. This applies, of course, only to our own material and not to press association material or special articles submitted by people outside our own organization. In such cases permission must be obtained from the source of the material. We do not grant permission for reproduction of our material for business or propaganda purposes, which is to say for reproduction in advertisements (except in the case of book, theatre and movie reviews) or for single sheet distribution." The selections to be reprinted should be precisely indicated in seeking permission, of course.

*Magazines.* As free lance writers know, magazines are somewhat divided in their practices about purchase of rights to a manuscript. Most of the large magazines, such as *Collier's*, *Saturday Evening Post*, *Ladies Home Journal*, do not buy subsidiary rights to any manuscripts they purchase. This means that they do not control the use of the material in any subsequent form. They do, however, copyright the material they publish, and their permission is ordinarily to be sought for use of material. Thus, a letter of request for reprint of magazine material in an anthology or other book should be directed to the magazine in which the selection appeared. The reply, if the magazine is of this sort, will usually be something like this: "So far as our magazine is concerned, we are quite willing that you use the material you request, without further obligation to us, except the customary acknowledgment to our magazine. We do not control the right to grant permission, however, and that permission must be sought from the au-

Author & Journalist

thor." The magazine will attempt to provide you with the current address of the author, and you then need to write to him (or to his agent, if the magazine has directed you to the author's agent) for full permission and for setting of the permission fee.

A few magazines (for example, *Story*) do consider that they buy full rights to the material which they publish. In that case, the magazine has control of reprint permissions and may set the fee for the permissions.

**Book publishers.** To secure permission to quote from published books, the letter of request should be directed to the Permissions Department of the *original* publisher of the book. If you have read the book in a reprinted form, the reprint publisher does not control the right to grant permission for use of selections; you must examine the book—and if necessary, examine library or book records—to find the name of the original publisher. Whether the book is copyrighted in the name of the author or in the name of the publisher makes relatively little difference in this situation; under either copyright, the author has normally signed a contract with the publisher which grants to the publisher the right to grant permissions for selection. Therefore, the publisher can ordinarily grant the request without further correspondence on your part with any other persons, and the publisher can ordinarily set the fees involved for the permission. This will be true unless the book has gone out of print and the rights have been returned to the author under the terms of the contract between the author and publisher; if those rights have been returned, the publisher will direct you to the author to secure the permission sought. Occasionally a book contract has so been written that other correspondence will be needed to get permissions, but the publisher is a guide to what steps are necessary.

Variations among the publishers in their practices about permissions usually boil down to two: the length of material which may be quoted without permission, and the fee charged for selections.

Charles Blanchard of Little, Brown and Company writes: "Authors wishing to use copyrighted material should write the publisher for permission saying how much material is used and how it is to be used. Except in the case of poetry it is normally safe to use a page or less without asking permission as long as you say from what book the material is taken. In nearly every case the publisher has the right to give permission and the fee depends a good deal upon the book used. Roughly our charges are about a dollar a page."

D. L. Chambers of The Bobbs-Merrill Com-



## SOCIAL Correspondence Club



EXPERIENCE the thrill of romance thru this select club! Introductions-by-letter. This club is conducted on a high plane to help lonely, refined, marriageable men and women find compatible friends. Discreet, confidential service... Vast nationwide membership. Est. 1922... Sealed particulars FREE. EVAN MOORE, Box 988, Jacksonville, Florida

August, 1950

## START YOUR SUCCESSFUL WRITING CAREER NOW TRIAL CRITICISM

Detailed, honest criticism by writer-editors who sell fiction to all types of publications, from the Saturday Evening Post to the Pulp.

We tell you what is wrong and HOW to correct it. **LET US PROVE OUR ABILITY AT NO RISK TO YOU.**

This offer applies to 3,000 words or less, the length most easily sold. Fiction and non-fiction.

**SATISFACTION or YOUR MONEY RETURNED. FREE** Marketing Help. FREE answers to Questions. FREE Criticism of 3 brief plot outlines.

\$5 for 3,000 words or less. \$1 for each additional 1,000 words. Novels at special rates. Quick reply.

**SEND YOUR MANUSCRIPT WITH CHECK OR MONEY ORDER NOW. LET'S GET STARTED.**

## The National Institute of Writing

Built on Integrity

51 Clinton St.

Newark 2, New Jersey

## AUTHOR'S EDITIONS

Have your poems, essays, etc., privately printed in attractive book form. Reasonable prices for small, fine editions.

for further particulars write

**Cecil L. Anderson**

11032 McVine Ave.

Sunland, Calif.

## WRITING FOR THE JUVENILES

is easy, profitable and pleasant. The largest market open to beginning writers, and the only one where you can **EARN AS YOU LEARN!** One of my graduates sells more than \$100 worth of stories and articles monthly. My special course of instruction in **WRITING FOR THE JUVENILE MAGAZINES** teaches everything it is necessary to know. Write for terms. Mention Author & Journalist.

## MAITLAND LEROY OSBORNE

23-A Green St.

Wollaston 70, Mass.

## MANUSCRIPTS TYPED

Promptly, efficiently on good quality Bond. Minor corrections if desired. Carbon copy, extra first and last pages. Mailed flat. 50¢ per thousand words.

**JOHN C. GIBBS, General Delivery**

Union City, Tennessee

## WRITE TO SELL

Avoid the fumbling which loses sales. Use this successful, complete, step-by-step guidance:

**Novel Writing Plan (15 Sections)**

**Poetry Writing Plan (15 Sections)**

Not sketchy outlines; each plan runs about 350,000 words. Write for particulars and sample sheet.

Also, completely personal training and coaching in short story technique.

**ANNE HAMILTON**

Literary Specialist

745 S. Plymouth Blvd., Los Angeles 5, Calif.



pany has slightly different remarks: "The terms we have to specify for permission to quote from our books varies with the books and the situation under which they have been published, the length of the quotation, the copyright record and other circumstances. It is impossible to set a general formula. As a rule the permission of the publishers is sufficient." Gertrude Haller of J. B. Lippincott Company has similar remarks: "Conditions regarding excerpts, digest, selections vary with each book. Permission fees differ also, depending on the amount of material quoted, etc."

Policy at The Macmillan Company is more completely stated. Mary Lyons of the permissions department of this firm reports: "We make a charge of \$5 per page for prose and from \$5 up for complete poems, depending on their length and the fame of the author. However, we sometimes grant requests without charge depending on the kind of book the material is to be used in. If it is a thesis, for example, there is not usually a charge. The name of the book does not matter, though we like to know what kind of a book it is, anthology, novel, etc. (the book in which the selections are to be published). Usually our permission is sufficient, but a few of our contracts stipulate that the author wishes to handle these permissions himself and in those cases we forward the request to our author. Facts are not copyrighted and you may use facts from a book without further formality, giving due credit to the source of your information. Macmillan says that for any quotation longer than about 50 words, we wish to be consulted." The form which this firm sends out stresses the need to inform the publisher of the nature of the contemplated book, its publisher (if known), its probable price and date of publication; the exact amounts of material to be quoted, giving exact references to pages and chapters (sometimes an actual copy of the material is sent; it is often sufficient to indicate beginning and ending sentences of the passage to be quoted); the exact market rights you wish the publisher to grant in his permission.

From the many replies from other publishers we have culled the following phrasings and variations upon practices in granting permissions to quote material from published books.

Frank Egner of Funk and Wagnalls: "Each publisher has his own rules and each case is a separate instance." Laurens L. Simpson, Manual Arts Press: "It is our custom to grant permission to quote from copyrighted publications without charge. Permission is granted only when we are advised accurately as to what is desired, for what use, and providing due credit to the book, author and publisher is given. Permission is never given for any substantial amount, such as whole chapters." F. X. Hagney of Longmans, Green and Company: "The publishers of New York City and the metropolitan area have a Permissions Group to confer on and handle the numerous problems that arise in handling applications."

## BASIC HUMAN NEEDS

(Continued from page 12)

that every story that had sold included a powerful and irresistible attraction between a man and a woman. It was the love story heightened to the obsessive degree. The rejected stories had situations, character, logical emotional development—but lacked the zest supplied by the obsessive quality.

This is not to say that all stories should be endowed with the intensity of obsession. Some stories succeed because of their simplicity and mildness. These may be the stories that ride on their charm or whimsy, or their gentle touching mood. But if you will analyze stories you read, you will discover, in more than you would expect, the quality of excessiveness.

Even the apparently simple stories of Katherine Mansfield, which seem to be made of slight and tenuous material, have in them a permeating quality of intensity—excess of sensitivity, extreme awareness, delicacy of feeling raised to its highest degree. The Nella Gardner White stories which bear an air of quiet loneliness have an essential quality of deep and complete mood, a veritable passion of aloneness, which possesses not only the story character, but the reader as well.

The selfless person who exists at the centerpoint of our ego-stick would be secure in all five areas of human need. But few people even approximate that absolute balance. Most everyone has a sense of lack in some one or two areas. Sometimes circumstance is responsible for the

### SELL IN THREE MONTHS OR MONEY BACK

**IF YOU CAN WRITE CORRECT ENGLISH—  
YOU CAN WRITE JUVENILES . . .  
AND SELL WITHIN THREE MONTHS.**

In past years I have sold some 3000-3500  
stories . . . articles . . . serials . . . series.  
Now I'm teaching it.

**ALSO CRITICISM AND COLLABORATION**  
Write for Terms and FREE pamphlet  
"Fundamentals of Juvenile Writing"

Juvenile Books Manuscript Criticism a Specialty

**WILL HERMAN**

Room 328

7016 Euclid Ave.

Cleveland 3, Ohio

### CALL A DOCTOR

When you become ill, **BUT** send ailing or untried short stories and books to me for healing or surgery. Successful author of shorts and books will personally help get your material in salable condition. One dollar per thousand words, three dollar minimum. Try one ms. and you WILL be pleased.

**JAIME EGDELS**

P. O. Box 774

San Angelo, Texas

lack: The jobless one faces loss of physical necessities, food and shelter and safety. The remaining member of a family which was wiped out by an accident may have left no one with whom he can feel a personal relationship. The child set down in strange surroundings into which he cannot fit has no sense of belonging to his group. Any one of these individuals may successfully adjust his personality to those lacks by increasing his interest and activities in another field, or in two or more other fields.

People have been deprived of security in two or three fields and have not only survived but have also adjusted their personalities close to the balance point of the ego.

As an example let us consider the man who, when his business failed, committed suicide. We may be sure that in such a case he was a man of a high plus and minus range. A serious sense of egoistic deficiency had driven him to achieve success in business. His success assured him physical security, thus satisfying the basic physical need. It gave him the picture of himself as successful in comparison with his fellow, therefore satisfying his social need. He explored the possibilities of his business with enthusiasm, thus giving him the satisfaction of adventure and achievement that make up the mental need. Therefore, by the single stroke of business failure, he loses his single grasp on security in three basic areas. And it is quite possible the failure would deprive him in a fourth category also, that of his close personal relationships. There would then be no area in which he could find a plus measure except in the area of spiritual need. If he had nothing there (and a man obsessed with ambition is not likely to have), it would surely seem he had nothing and no hope of anything; suicide would appear to be the only solution for him.

Other men may have achieved as great a success and suffered as severe a business failure, without any real damage to their selves. These men would be found to be men of much less egoistic nature. Their range from plus to minus would be considerably less. They would have security and self-confidence other than what was

tied up with their business success.

It is a curious and fascinating fact, that the individual is either in a state of plus or minus of a like degree. Let us say a man has built himself up to an obsessive belief in his attractiveness to women. We may say we would "like to take him down a peg or two." We cannot do this. Either what we say will not penetrate the protective armor of his obsession, his fixed and fiercely-defended idea; or we will penetrate and instead of knocking him a few degrees lower on the plus side, we will plunge him to the depths as low as he had been high.

Obversely in our relation with an indivi-

### I GIVE YOUR STORY strength \* originality \* brilliance

Twelve years of intimate work with writers have taught me that somewhere in every story is an "idea of gold," original, valuable.

#### I SPECIALIZE

in finding this vital idea in your story and giving it the best in plot, style and appeal; building it into the story you have dreamed that some day you would write.

The cost is \$4 for any short-story  
(Other lengths by arrangement)

#### \* PROMPT SERVICE \*

BYARD D. YORK

204 Raymond Rd., W. Hartford 7, Conn.

### ED BODIN

545 Fifth Avenue, New York City, 17, Bonded agent, sells to slick, pulp and book markets. He has no course and never circularizes, but treats authors as individuals. Welcomes talented writers only—not those who think they win by pull. He sells his own writings. Edits a magazine on the side.

### I'LL DO IT FOR YOU

Sick of rejections? I have ghost-written millions of words of stories, articles, books, for hundreds of satisfied clients. I may be able to help you see your name in print and make money on your raw material. Reasonable rates. Particulars FREE.

WILL HEIDEMAN

Dept. A, 211 S. Valley, New Ulm, Minn.

## I Want to Contact New WRITERS

who are interested in cashing checks of \$1 to \$100, offered every day. The easiest way to write for pay. No previous experience necessary. Send for FREE DETAILS. No obligation.

SAUNDERS M. CUMMINGS

468-3 Independence Bldg., Colorado Springs, Colo.

dual who shows his minus side in a cowering, cringing personality, we may try to build him up a little by a compliment. Either he will be so immersed in his obsessive belief in his own inferiority that he will mistrust or ignore our compliment; or, it shoots him to an equal degree of elation.

Therefore, we must recognize that a character who reacts violently or extremely in one direction will react to the same degree of excessiveness in the opposite direction.

*If your story is the sort to succeed on mood or charm or individual style or simple heart appeal, you will not want to apply to it this technique of the obsession. But if it is a dramatic story, relying upon personality for its conflict or power, then you might give it a trial treatment of obsession.*

In cases where you already have the quality of the obsession, but it is not convincing or understandable or three-dimensional, you might go back and determine the balancing quality in the ego. Once you have yourself determined the cause of any obsessive or extreme quality in your story character, you do not necessarily have to explain it in the course of the story; it may be enough that, in knowing it yourself, you avoid the inconsistencies that can destroy or obscure your characterization.

While average readers may not explicitly understand the principles that govern personality, they are amazingly keen at detecting a writer's violation of those principles in his fiction characters. It is up to the writer to understand the principles and to build character in accord with them. And wherever he brings them to the clearer,

stronger focus required by dramatic fiction, he must work with precision and verity.

(Ed. note: The third article in this series by Catherine Barrett will be published in the September issue.)

## BEGINNER

(Continued from page 14)

about greatly. Publishers commonly have careful copyreaders who will mark the hyphen so that the compositor will know to retain it or not. However, if one is writing extremely formal material in which exact placement of hyphens is a matter of concern to the author, he must not hyphenate at the end of a line of typewritten script unless he wishes the hyphen to remain. I can say for my own practice that I am most careful to keep the number of end-line hyphens in a manuscript at the minimum.

5. Paragraphs may, of course, run on from one page of script to the next. There is no need, as one reader queries, to end a paragraph on one page.

6. Another reader queries concerning size of envelope to use. The general theory of the practice in choice of envelope is to keep the number of folds in the script to the minimum. However, mailing everything flat in large 9x12 envelopes is not satisfactory, since with the manuscripts of a few pages, there is not enough stiffness, without cardboard stiffener, to prevent musing and wrinkling in the mail; besides, the large envelopes are costly, particularly if used with a cardboard stiffener. Therefore, I would suggest use of the regular business-size envelope (two folds to the manuscript) for any scripts of a few pages. Most short stories and articles are of such length that they may be sent in the 6x9 envelope (one fold to the script). For any manuscript above ten or twelve pages, I would try to use the large envelope (no folds in the manuscript).

7. First line of text in most manuscripts should begin at or preferably even below the middle of the first typewritten page. This provides good room for a balanced typing of the name and address, word count, and title and author lines.

---

### W. B. HEADEN

Critic and Agent

ARTICLES, NOVELS, STORIES, BOOKS

Rates: \$5.00 per script up to 5,000 words; 50 cents per thousand thereafter; 10% commission on sales.

819 E Street

Reedley, California

---

### HOW MANY POETS?

One million! We can help you meet this competition with our honest, friendly criticism at rates within your reach. Send 1, 2 or 3 poems plus s. a. e.—\$1. Try us once — you'll come again.

### THE POETRY CLINIC

P. O. Box 352

Roseburg, Oregon

---

### WRITE FOR THE JUVENILES

Begin at the beginning and end up selling. The most comprehensive course of its kind on the market, covering every phase of story and article writing for tots to teens. Learn the step-by-step procedure from one whose work is appearing currently in juvenile publications. Not a "tell how" but a SHOW HOW course. Personal criticism included. Write for particulars.

MARJORIE M. DAVIDSON

P. O. Box 104

Laceyville, Penna.

---

Author & Journalist

# ADEAS . . .

(ADEAS offers you, the reader and writer, an opportunity, for a few cents, to air your wares, from one line to 50 words' worth. Your wares may be of a miscellaneous nature—publishing venture, book exchange, your Aunt Fanny's quill pen, anything you might want to sell. Or you may want something that one of the readers has stuffed away in mothballs—an original Renaissance Ms., an interesting personal letter to come your way now and then—well, almost anything. Then, too, maybe you'd like to say something to all of us—get it off your chest. ADEAS is the place for it. Taboos? One: A&J asks that the lines here be in good taste. Literary critics and agents, typists, stationers, and those who offer correspondence courses have found advertising space elsewhere in the magazine. Rates here run 7c a word for the first insertion and 6c after that, for the same copy. Copy deadline is the first of the month preceding publication. Address correspondence to ADEAS, AUTHOR & JOURNALIST, Denver 10, Colorado.)

## PERSONALS

**SOMEONE TO CARE**—That universal need. Join THE FRIENDSHIP CLUB. Write Charlotte Kay, Box 670, Seattle, Wash. Postage, please.

**YOU CAN KNOW YOUR CHARACTER** traits and whether you possess talent. Your handwriting tells. Know yours, use yours to succeed. Send \$1.00 and page of your handwriting for general analysis today, to Eetty Kennedy, C.G.A.P., 826 West Eighth Street, Los Angeles, Calif.

**DO YOU** want to be popular? Five hundred word article "How I Reached Success" for one dollar. Sacbo, Gen. Del., Anchorage, Alaska.

**RELAX AND WRITE** at the foot of snow-capped Long's Peak, 20 minutes from Estes Park or U. of Colo. Completely modern light-housekeeping cabins on a trout stream, modest rent. For details or reservations, write or wire Kelso Lodge, Lyons, Colorado.

**SEEKING NATURE**, Mountains, Twin-Lakes? Room-Board my Cabin. Elevation 6,200. Only few hours from L. A. Write: KASHNICK, Wrightwood, Calif.

**PSYCHIATRIC CHARACTERIZATIONS** analyzed and corrected by professional psychiatric worker. \$2.00 to 3000 words, 50c each additional 1000 words. Envelope and return postage, please. M. Lawrence, 6906 N E Hancock, Portland 13, Oregon.

## MAGAZINES

**ATTENTION: CONTEST HOBBYISTS**—Better Parties Club wants a new name for "Party Ideas," the monthly bulletin of games, ideas, etc., for parents, teachers, clubs, party fans. Details, list of prizes announced in early issue. All members eligible. Membership \$1. Bessie Kyle, Shumway, Illinois.

**ANOTHER A&J SPECIAL** A year's subscription for A&J and a surprise! \$2. Author & Journalist, Denver 10, Colorado.

## BOOKS

**BARGAIN USED-BOOK PACKAGE**, five fiction for only \$3.00. Atherton, Deeping, Norris, Parker, Tarkington, Wright, etc. STONE BOOKS, 851 Stone Ave., Brooklyn 12, N. Y.

**CARTOON GAG WRITER**. "Cartoonists Bible" \$2.00. Don Ush, 123-35 82 Rd., Kew Gardens, N. Y.

**WHO SELLS STORIES?** Characters, if built plausibly! "Handbook of Emotions," \$1.00. Over 500 reactions, alphabetically. Humanity Studies, 164 Cedar Grove, New Bedford, Mass.

**ANOTHER A&J SPECIAL** Upps! Wait a minute. Take another look at A&J's SUMMER SALE, page 3. Did you ever see anything like it!

**FIND REAL HAPPINESS AND SECURITY**. Learn how to live without making money your MASTER. Send \$2.00 for the book "How To Live Without Money." Examination privileges allowed, or send for full details. David Dewey, Fort Myers, Florida.

**USED COURSES AND INSTRUCTION BOOKS** on writing, bought, sold, rented, and exchanged. Money back guarantee. Smith's, 84 Washington, Peabody, Mass.

**THE PLOT BOOK**. Make your own. Create original plots from published stories without plagiarizing. Makes writing simpler, easier. Folio shows how. Price, 50c. Writecraft Service, Gurnee 2, Ill.

"3—FOR—1 SALE!" See ad page 20.

**CONTESTERS! "CONTEST FLYER" IS THE HELP-FULL CONTEST BULLETIN!** Send dime for sample issue. Flyer, Box C, 687 Morgan, Camden 4, New Jersey.

## MARKETS

**"PEN MONEY,"** a book listing hundreds of markets and contests for fillers and other brief contributions of all types. Send 50c. Freese Publications, Upland, Indiana.

**101 CASH MARKETS** for all kinds of Poems 25c. 57 Markets for Greeting Card Verse 25c. Short Paragraphs and Filler Markets 25c. Writers Service, Box 1355, Lubbock, Texas.

**NEW FOLIOS!** 125 Paying Markets for Poetry and Greeting Card Verses—25c. 100 Markets for Humor and Cartoons—25c. 100 Markets for Fillers and Short Items—25c. 100 Markets for Short Short Stories—25c. Selling Tips, Submitting instructions, included free. Complete Research Services. H. Bierman, 4746 Berryman Ave., Culver City, Calif.

**MARKET LIST** for quality stories and poems has been hard to get. Now up-to-date list available for 25 cents in coin. Includes a page of special offers on writers' books. Ralph and Vernie Books, 2600 So. Clayton, Denver 10, Colo.

**WRITERS, COMPOSERS:** Your name on a penny card brings price list. Magdalene Kuhlman, 184 South Point Drive, Avon Lake, Ohio.

**AUSTRALIAN MARKETS** wide open for American writers. Detailed requirements, \$1.00. FACTS ABOUT AUSTRALIA, three questions, \$1.00. Miss Margaret Wellman, P.O. Box 18, Tighe's Hill 2N, N.S.W., Australia.

## INSTRUCTION

**SHORT FEATURES THAT SELL QUICKLY.** Where to get, how to write, where to sell. 25c. 3c stamp or coin. Writecraft Service, Gurnee 2, Ill.

**TEACH-YOURSELF WRITING COURSES** & Books, new & used, bargain prices. W. Heideman, New Ulm, Minn.

**HOW TO BUILD UP A STORY**—helpful, detailed, instructive 6000-word treatise for beginning writers tells step-by-step procedure. Forty cents postpaid. Osborne, 23 Green, Wollaston, Mass.

**SHORTHAND IN ONE WEEK!** Easy longhand system. Self-instructor. For quick notes of stories, notes, lectures; also for stenographers in business. \$1.50. Free literature. Taught at Chautauqua. Zinman, 215-A 91 St., New York 24, N. Y.

**WANT TO WRITE PROFESSIONALLY** and thereby sell as quickly as possible? Find answer my ad, this magazine, page 25. NATALIE NEWELL, Ghost-writer.

**TELEVISION** is your short story market! Complete details—how to prepare a TV script—where and how to sell. Only \$1. TV Forecast, Dept. J-2, 9 Sutter Street, San Francisco, Calif.

**WRITING TROUBLES?** Inexpensive folios and courses to help you sell. Free list. Robert Wise, 11672 Des Moines Way, Seattle 88, Wash.

**READ MUCH MORE MATERIAL** in much less time. "SPEEDREADING FOR QUICK UNDERSTANDING," condensed document explaining modern technique of expert reading. One dollar. Compagna, Room 521, 830 South Michigan, Chicago.

**IF YOU CAN COPY OR TRACE** simple cartoons, you may earn up to \$45.00 weekly, spare time, home or office, in a New Duplicating Service for Advertisers. Particulars free. Cartoon-Ad Service, Argyle 19, Wisconsin.

## OPPORTUNITIES

**100 QUIZ SUBJECTS** combined with Dr. I. Q. Calendar, Instructions, Markets. \$1.00. Pattillo Agency, Clanton, Alabama.

**\$25 FOR A NAME:** Send stamped self-addressed envelope for details. Bessie Kyle, Shumway, Illinois.

**\$150.00 AND UP.** A Unique Plan for Amateur Writers. Only one writer to a locality. No rejection slips. No advertising. Very low operating costs. Be your own boss—work from home. Plan as advertised or money back. Complete Plan \$1.00. B. Hall, 332 West 5th street, room 5A, Jacksonville 8, Florida.

**PHOTOGRAPHS FOR WRITERS.** Reasonable. Paul's Photos, 3702 Lakewood Ave., Chicago 13.

**\$250 WEEK Reported.** Free illustrated book "505 Odd Successful Businesses." Work home. Expect something odd. Pacific-E, Oceanside, California.



## An Editor Speaks His Mind . . .

I dropped in on a well-known editor recently. We discussed scripts which are **ALMOST** saleable. He mourned the number of excellent manuscripts rejected for minor defects in construction or technique.

"Frank, we just don't have the time or manpower to handle scripts which are not quite up to editorial standards," he said.

There, in a sentence, is the most pathetic side of writing. You, like many writers, can be saved from rejections by sending me your manuscripts. If ready for sales, I'll direct them into the most receptive channels. If not, my detailed Collaborative Criticism will point out where your work is lacking. **REMEMBER, I KNOW WHAT THE EDITORS WANT!**

**Don't keep making mistakes which are costing you editors' checks. Send a script TODAY!**

**RATES: PROFESSIONALS:** 10% commission on sales if you've sold a minimum of \$250 in the past year. **NEWER WRITERS:** \$1 per thousand words or fraction thereof to 10,000 words, then 50c per 1,000 words—enclose fee with each manuscript. Minimum fee per script \$3. Fee always refunded on sale of ms.

**BOOK MANUSCRIPTS.** I am seeking book manuscripts to fill publishers demands. Send yours today for my prompt and frank appraisal. **NO CHARGE FOR READING BOOK MANUSCRIPTS.**

**REWRITING and GHOSTWRITING**—professional revision or creation of your novels, non-fiction or stories.

Write today for free booklet **YOUR KEY TO SUCCESSFUL WRITING.**

**IN CHOOSING A LITERARY AGENT — WHY NOT THE BEST?**

**FRANK Q. BRADY,** Literary Agent

Dept. AJ, 55 West 42nd Street, New York 18, N. Y.